



MAY 3 1951

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Wirz Tubes rate high in the three essentials of a good containerprotection, convenience and eye-appeal. Wirz Tubes preserve the quality of your product; are strong, easy to use. Their long-lasting finishes increase the appeal of your package, add an extra zip to your sales message.

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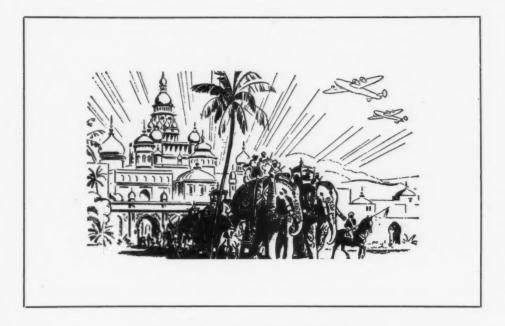
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SINCE 1913, when the Mysore Department of

One of the most famous of Mysore's many prod-

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tinue a record of progress that has earned for Mysore its proud title of "The model state of India." ucts is Sandalwood—Santalum Album
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The American Perfumer

April, 1951 249

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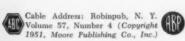
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FLAVORS COSMETICS SOAPS

Established 1906

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RESINOIDES:

AROMATICS VERONA DIVISION

# "... the most dynamic

Home Beauty Jamboree

# Beauty for Tots, Teens and Mothers



First step to a practical hairdo for young achoolgirls is a careful acissor tapering of the hair ends so shouldercuris will have plenty of controlled bounce. L. Re-Mrs. Jim Walker; her daughter Brent, on the high acool; and Harel Williams amiling bright-eyed approval.



There's charm in a smile! But side partners to a lip stick and a real charmer are a good toothbrush, effective tooth cleanser and mouthwash to keep the mouth as clean as a clinic. So my Norma Hull, Sarah Waiker Jackie Hull, Faye Turner, Anne Waiker, Robecco Oxford By Ruth Hogeland

A journey to the land of the Blue Ridge proves, for all ages, it's little things that make up beauty.

BE yourself—but be your best self. The mothers of Hopewell Home Demonstration Club, Morganton, North Carolina, are so convinced this is one goal their daughters should pursue, they sent us a high-school guidance plan with that aim in mind. It pointed out, in part, that, to have appeal and a personality-plus rating, girls don't have to be queens, just reasonably good-looking, clean; take good cars of their faces, hair and clothes. Smart mothers, said we. Deserving of a jamborec. And to quote Morganton News-Herald, "Such a lot of permanents has never been known before in any rural community in Burke County... the women and their daughters got plenty of information on the latest beauty and grooming tactics, and were the models for all the 'beauty fixings.' The pictures tell the story of the happy time." (Commend on Roga 118)



Here Hopewell neighbors get together at Mrs. Gene Hudson's home for a complete beauty treatment for dry or olly hair. Each woman had a kit for her particular type of hair. The soothing massage with cream for conditional followed by a shampoor, these a stimulating conditions are stimulated for the stimulation of the property of the stimulation of the sti



Beatrice Cobb, publisher of Morganton News-Herald, farmed for her Folks, Facts & Fancies column on the South, interviews Evelyn Wiggins, home agent, and teenagers who were so enthusiastic to learn all about beauty



Principal L. C. Broome, of Salern Consolidated School, O.K.'d the teen-agera' health-and-beauty effort an extracurricular activities. Here they are after giving bobby-



Pioca.

w can use!)

# beauty-editing in years"

That's what a leading cosmetics manufacturer said of Country Gentleman's "Home Beauty Jamborees" — a series of "personal care" demonstrations staged in farm women's homes . . . and reported on Country Gentleman's pages for its 3,500,000 women readers nationally. Overwhelming response shows rural women are today's most eager customers for beauty products.

The latest Home Beauty Jamboree report—title page reproduced at left—indicates why this new idea in beauty editing is such a spectacular success. It brings personal improvement into practical reality for every rural woman through the example of real rural women just like herself.

Read what the Home Demonstration Agent of Morganton, N. C., comments: "Country Gentleman has been responsible for more growth in rural living than one person could have accomplished in ten years here in Burke County. It is impossible to judge the real good that comes from such a program."

Just one more example of how Country Gentleman editors, month after month, are giving farm families useful help to live better . . . just as they help them farm better with practical, down-to-earth articles. That's why Country Gentleman gets the greatest response from the people of Rural America . . . who spend every third dollar at retail in the nation.



An independent survey shows 92.7% of Country Gentleman women readers use hand lotions. Typical reason why is the activity of these women of the Brown family, N. Y. state orchardists.



83.4% of Country Gentleman women readers use shampoos, according to same survey. Reason? Social life of prosperous farm people like these youngsters of the Nortons, Montana ranchers.

# Proof of Powerful Impact

The most penetrating study of farm magazine readership ever made recently proved these facts about Country Gentleman's influence with men and women heads of subscriber homes:

6 out of 10 families get useful farming ideas from it, and over 3 out of 4 of these recalled specific ideas.

Women in 6 out of 10 homes get useful service ideas from it, and over 3 out of 4 of these recalled specific ideas.

96.2% of families read the advertising, 3 out of 4 families get buying ideas from it, and over 3 out of 4 of these recalled specific ideas.

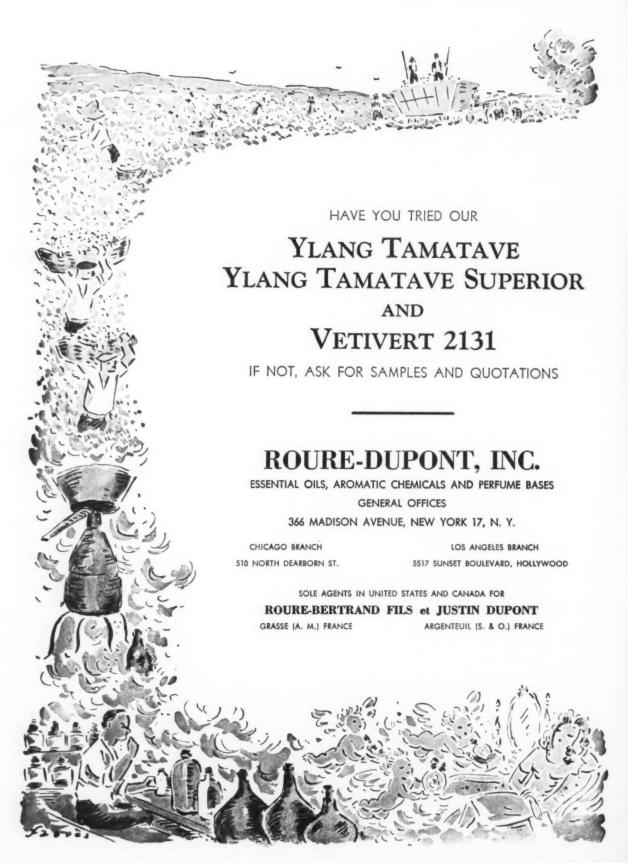
They spend more time reading Country Gentleman, return to it more often and like it better than any of the other big farm magazines.

That's why Country Gentleman is 1st among farm magazines—12th among all magazines—in advertising revenue.



Over 83% of Country Gentleman women reported using face creams, 66.2% of these also using cleansing creams. Explanation: Youthful outlook of women like Mrs. Dean of Mississippi, attractive partner of cotton-farming husband.







Midway between its production and use there is a stage at which the quality of a perfume is definitely established. In our company, this detail is the responsibility of our Control Laboratory which we regard as the keystone of FRITZSCHE quality. Here, samples of every incoming material are subjected to a prescribed series of analyses and tests before their acceptance for stock. By this system of precision screening we are able to detect any off-standard characteristic and to reject or re-work the involved lot as may be required. In this way, we maintain uniform, peak quality and our customers are assured — at all times — the finest basic ingredients and compounds for their finished goods.

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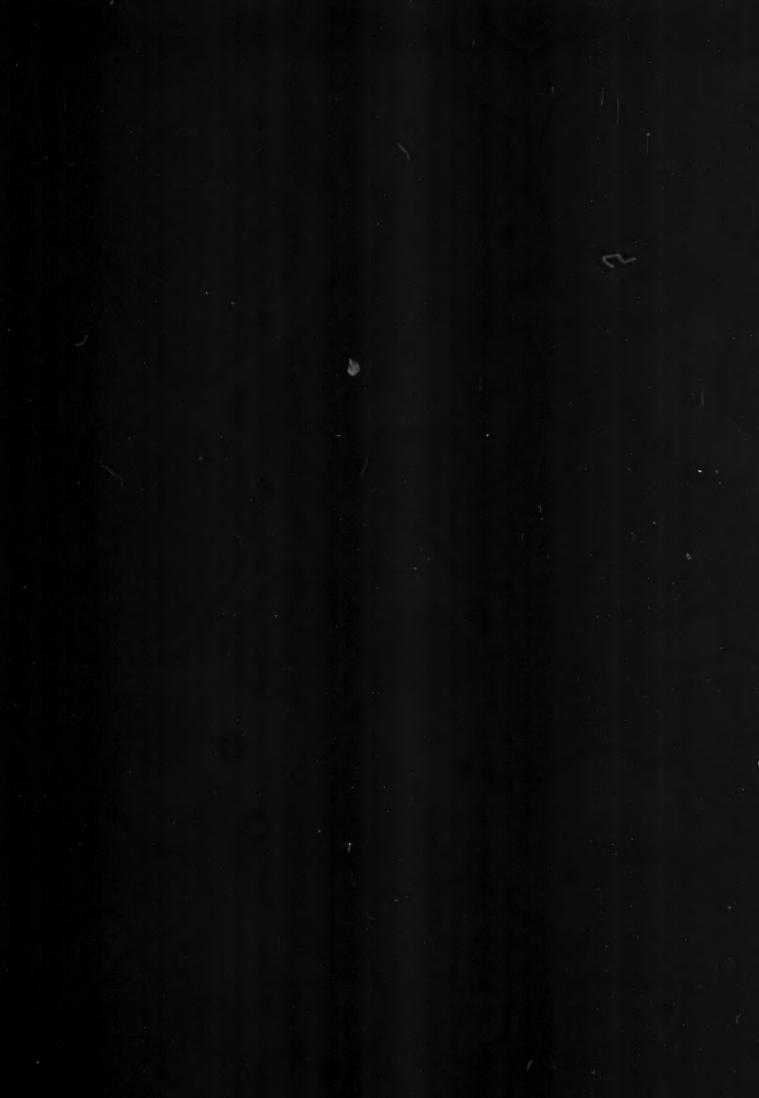
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# COLLECTIVE WISDOM....

MEWSPAPERS featured the story, recently, of one man's miraculous recovery from what would ordinarily have been fatal burns. This result, according to the doctor in charge, was due to "collective wisdom" skilfully applied by research teams who pooled their knowledge of shock treatment, plastic surgery and the physiology of burns. . . . As we study the news behind the news from day to day, we cannot help but observe that this use of collective knowledge is the key to practically every significant achievement, whether in the field of medicine, electronics, nuclear fission . . . or in industry generally. By sharing the benefits of its technical advances for the common good, each segment of science and industry contributes to an expanding horizon of progress from which all may profit. . . . In that category of endeavor devoted to raw material specialization and supply, of which we are a part, we offer the collective wisdom of a large staff and more than eighty years in the field of essential oils and aromatics to any firm concerned with problems relating to the use of perfumes or flavors for the appeal and betterment of their products.

FRITZSCHE BROTHERS, Inc.





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Odor Type: An attractive carnation odor, modified with

Remarks: You'll like this! It imparts an exquisite, light, airy fragrance to the composition; an ideal perfume for creams.

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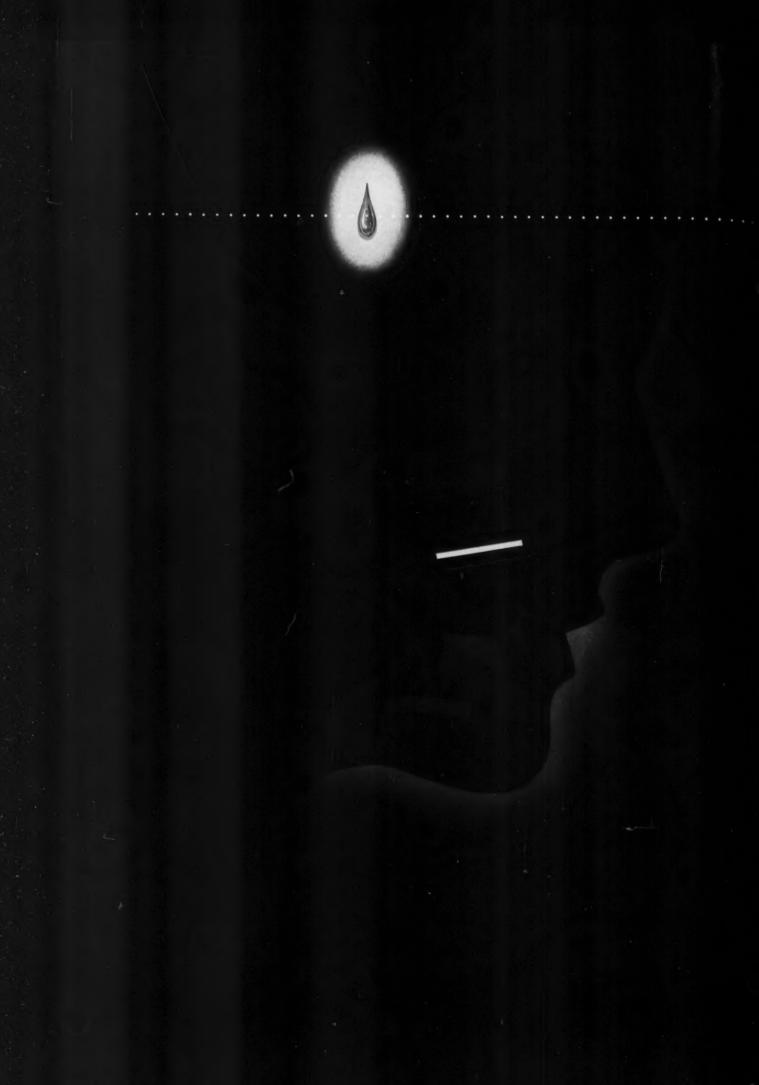
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THE NEW YORK OFFICE OF P. ROBERTET & CIE. . GRASSE, FRANCE

& Essential Oil Review

th

April, 1951 257



WHAT'S

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Achieving the mood ... the effect ... the aura SHE seeks, is the job of the accomplished, imaginative perfumer.

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& Essential Oil Review

April, 1951 261

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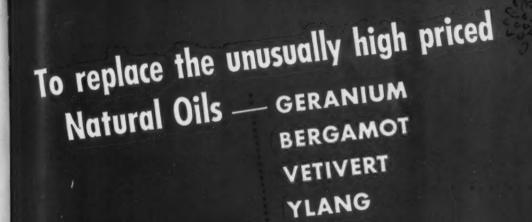
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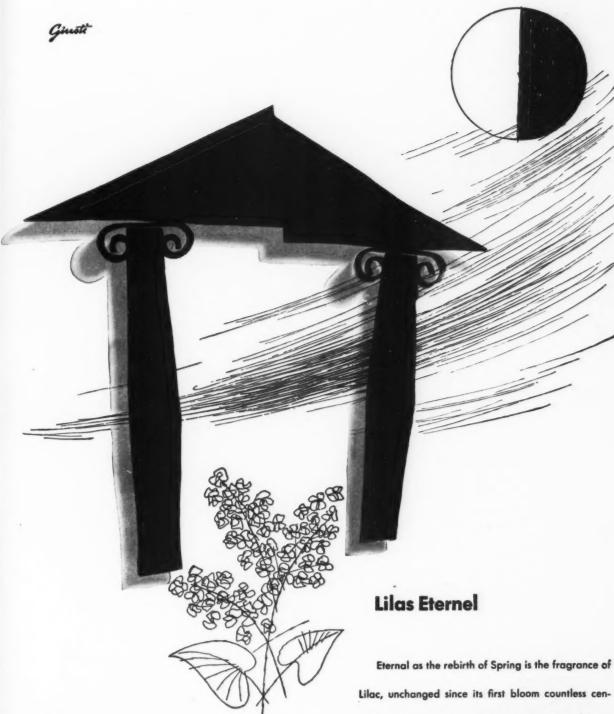
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Eternal as the rebirth of Spring is the fragrance of Lilac, unchanged since its first bloom countless centuries ago, ageless in its appeal to man. The achievement of a lifetime's study in creative application of new aromatics, Lilas Eternel captures the blossom's timeless fragrance—distinguishing this specialty from the multitude of conventional Lilacs.



For really fine flowery fragrance—be it in creams, lotions, powders or even extract or cologne strength—you will find that Floralie No. 21 gives amazing results at surprisingly low cost.

The price of Floralie No. 21 is \$7.50 the pound or 60 cents the trial ounce, and only by actually examining this new creation can you really appreciate its outstanding value—perfume-wise and dollar-wise!

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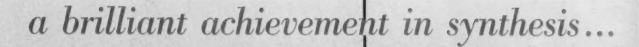
MONTREAL

266 April, 1951

The American Perfumer







FELTON'S

OTTO OF ROSE

ALTERNATE F.C.

Never before has anyone succeeded in producing synthetically <u>all</u> of the full, rich, characteristic notes of true otto of rose.

While most of the constituents of otto of rose have been known for many years, and while many good simulations have been made, true reproduction of the natural product has never been achieved before. Felton's achievement is the discovery and synthesis of those very important but elusive constituents present in minute quantities in Bulgarian otto of rose, and this development has enabled our perfumers to create the remarkably authentic

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a special message to perfumers . . .

Full revelation of its superbqualities will only come to you from study of OLIO OF ROSE ALTERNALE F. C.

It is <u>the</u> replacement or extender for Bulgarian ofto of rose regardless trost, and its reasonable price

of cost, and its reasonable price is equally amazing.

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All types of tin, tin-coated, aluminum, lead, and Sheffaloy tubes. Free samples and catalog. Remember, packaging in Sheffield Tubes gives your product a container that is . . . Sturdy \* Safe \* Sanitary \* Smart Convenient.



WHO has the foresight to select a source of supply with complete facilities and a reputation for dependable service in *all* kinds of economic weather.

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WHO knows that generations of experience are invaluable! Sheffield Tube has cooperated in the development of thousands of highly successful tube-packaging investments.

Try Sheffield Tube for your next order. It pays to use the best.

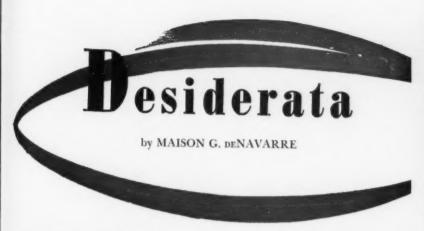
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W. K. SHEFFIELD, V. P. CHARLES ARCH T. C. SHEFFIELD IEW YORK 18, N. Y., 500 5th AVE. CHICAGO 16, ILL., 3132 CANAL 5T. LOS ANGELES 38, CAL., 7024 MELROSE AVE

EXPORT: 500 FIFTH AVE., N. Y. CABLE "DENTIFRICE", NEW YORK





#### The International Perfumer

There is always room in the industry for a new and different journal. In this belief the publishers of "The International Perfumer" in England have made their first two quarterly offers of this unusual publication.

Perhaps the best way to describe it is that it is "Flair" of the trade journals of the industry. It is the intent of the publisher to serve the perfumery industry of the world in a thoroughly international way. Articles have already been printed in foreign languages in this Journal alongside their English translations.

Congratulations to the editor and publisher for their judicious selection of articles in these first two issues. It is hoped that the magazine will not restrict itself to perfumes too much but will attempt to cover the wide ramifications of the Toilet Goods Industry.

The International Perfumer is welcomed by its colleagues in this industry. May its path be covered with success and may it always continue to be a forum on the international aspects of the industry.

#### **Ozonides versus Hormones**

In 1948 Sharlit, speaking before the Society of Cosmetic Chemists, suggested that a partnership of ozonides and estrogens as desirable cosmetic ingredients because, he claimed, the estrogen affects the cutis, or lower layer of skin, by increasing the capillary bed and endowing the collagen with the ability to take up and hold more water.

The ozonides on the other hand act on the outer layer or epidermis on which they act to remove the hardened skin as in keratosis. The ozonides are made from unsaturated fatty acids and because of their instability readily yield nas-

cent oxygen under certain conditions.

The ozonides may present a problem in compounding because it is doubtful if they are pleasant smelling materials. At least those seen by the writer have not been pleasant. There is also a question of commercial availability. In any event the suggestions by Sharlit seem to have some basis in fact and may be worth exploiting further.

#### **Waving Neutralizers**

One of the suppliers is now offering for private label use a 10 gram package of neutralizer in a transparent polyethylene envelope containing sodiumperborate monohydrate with an inorganic softening agent. Most everyone in the industry is acquainted with the usefulness of this mixture, the active ingredient of which has been described in this column months ago. The package offered is dissolved in a pint of luke warm water just before it is to be used. Usage is in the usual manner. This is an oxygen type of neutralizer that has a pronounced oxidizing effect, so desirable in the proper setting of waves.

#### **Electronic Sterilization**

Huber's recent report before the A.Ph.M.A. in New York of the use of high energy ultra-short time electronic pulses without the use of heat is certainly interesting to all industries concerned with preservation of products. The author indicated that cosmetics as a group could be so sterilized.

Whether anyone can afford to install a *capacitron* at this time is hard to say but nevertheless it poses an interesting approach to an ever present problem.

Of course new handling methods will have to be adapted for



M. G. deNavarre at work in his laboratory

best results because the electrons are useful only on containers with low density such as plastics or aluminum.

The treatment is useful against bacteria and spores as well. The electronic system warrants close watching.

#### Perfume in Talc

Over the years, much has been written about the necessity of testing a perfume fragrance in the powder in which it is expected to be used and not in any particular talc. Unconsciously every technician working with powder and perfume is aware of these things but occasionally we lose sight of this need because the fact is so obvious.

All good talc has very little free lime, magnesia or iron. Yet the amount of either of these ingredients present will affect the finished fragrance of the powder. If the powder contains precipitated calcium carbonate, magnesium carbonate or a metal stearate to give it bulking properties, adhesion or absorption, these ingredients will also affect the fragrance in various ways.

Once the perfume is tested in a given formula it is not a safe assumption that the odor will behave in the same way in another powder mixture of the same materials in which the ratio of the above ingredients has been changed. In other words, you have to go all through the test again. Further, you cannot assume that the talc will not affect the fragrance if it meets a certain analytical specification. Other factors present will have an influence.



WRITE FOR SAMPLES

# RICHFORD CORPORATION

251 FOURTH AVENUE . NEW YORK, N. Y.

Accordingly, if you plan to use a perfume in some mixture of powders, be absolutely certain that the odor will stand up in that mixture. Should the formula be changed in any way, re-test the fragrance to make sure that it comes out the same way it did before. If not, make your adjustments before a change is made in production.

#### **Vitamin D in Cosmetics**

Swiss patent No. 256,967 covering the use of at least 250 international units of Vitamin D per gram

of cosmetic claims to protect the skin against "irritation". It is further claimed that the presence of the Vitamin D has a drying effect on oily skin.

The patentee presumably is making his claims on the basis of tests, yet the past claims made for the presence of Vitamin D in cosmetic preparations have not been the same. Perhaps the Swiss patentee has really discovered something and if so it is possible that at long last Vitamin D may be the recommended treatment for oily skin.

tion is unknown to us, and you might have to supplement it with about 1 per cent of a non-ionic wetting agent. Regarding the neutralizer, some American companies use an acid. More recently sodium perborate monohydrate is being tested as a fixing agent. If you do use an acid, citric acid is very satisfactory. It should be given in a separate envelope from the bromate.

# 865: Use of Tetrahydrofurfuryl Acetate

Q. We understand that the addition of Tetrahydrofurfuryl acetate to creams and lipsticks will greatly improve their qualities. Should you have any experience in this respect we should appreciate your comment. W.P. Penna.

A. The usefulness of tetrahydrofurfuryl acetate in lipstick is due to its solvent power of bromo acid. It slowly volatilizes, leaving the lipstick hard. We know of no other use for it.

### 866: Hand Cream Formula

Q. We have been advised by the American Medical Association to write to you concerning some information on a formula for a Lanolin Hand Cream. We would appreciate any information you are able to give us. J.M.M. Oklahoma

A. It is hard to tell what you want in the way of a formula for a hand cream containing lanolin. The following however, will give you a hand cream that rubs in quite well:

# A Stearic Acid (triple pressed) Isopropyl Palmitate B Potassium Hydroxide Preservative Water C Sorbitol Syrup, Propylene glycol or glycerin Water 15 per cent 45 per cent 15 per cent 22 per cent

Melt (A), and bring to 80°C. Dissolve the potassium hydroxide and preservative in % of the water (B), bring to 82°C., and add to (A) slowly under continuous agitation. Mix balance of water with Sorbitol Syrup (C), bring to 65°C., and add slowly to the emulsion of (A) and (B). Continue agitation, perfume at 45-50°C., and package.

Perfume

# Questions and Answers

## 861: Clean Equipment

Q. We are a small concern with a very limited amount of equipment which we must use for all of our various perfumes. It has always been a problem with us to clean this equipment in such a manner that the previous odor will be completely removed. We have been doing this by washing first with a soap or detergent solution, then with an oxidizing agent (sodium hypochlorite) followed by water, then alcohol. This seems to be a somewhat involved procedure, and we wonder if you might know of a better or simpler way of doing it.

P.A.L. New York

A. It has been found that the best way to clean filling equipment which handles perfume or toilet water is to flush the equipment clean with alcohol, denatured or isopropyl, then flush again with water containing a neutral synthetic detergent followed by one more rinsing with alcohol.

#### 862: Fatty Acids in Shampoo

Q. My question is in regard to the specifications on fatty acids and their relative value in regard to shampoo. Specifically has the iodine value any relation to the effect of shampoo on the hair and if so, is a high iodine value better than a low value? C.J.F. Penna.

A. The iodine value of the fatty acids only indicates the degree or the amount of unsaturated fatty acids present. Generally the unsaturated acids are either oleic or ricinoleic although they might possibly be some other unsaturated

acids. Many shampoos contain oleic acid, soaps of which tend to give lather with smaller, creamier bubbles than do soaps of lauric acid. On the other hand, some manufacturers prefer shampoos containing no unsaturates whatsoever. It is an individual choice.

### 863: Copy Request

Q. Please advise the proper procedure for obtaining a copy of "Quaternary Ammonia Surface Active Agents" which appeared in The American Perfumer and Essential Oil Review, Sept. 1945, page 54.

A. The only way we know that you can get a copy of the article on "Quaternary Ammonia Surface Active Agents" is to write the author of the article to obtain it or ask for a photostatic copy from the Department of Agriculture library which will charge you about a dollar for doing this, payment to be made in advance.

#### 864: Wetting Agent

Q. The question of a wetting agent in cold wave solutions seems to be getting more and more imperative. In addition to Ammonium Thioglycolate we use "Cloud 104," in our preparations. Will you please let us know whether an additional ingredient is desirable or whether the clouding agent does the "Wetting." Should an additional item be desired, we would be much obliged for information thereof. A.C. Turkey

A. The clouding agent you men-

7.5.

# 8 out of 10 say it's <u>best</u> for

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272 April, 1951

The American Perfumer

# Allergenic Constituents of Lanolin

Study fails to shed further light on problem of possible skin sensitization to autogenous products of human epithelia, sebum or other normal products of the human body.\*

MARION B. SULZBERGER, M.D. and M. PAUL LAZAR, M.D. with technical assistance of Dorothy Furman

ANOLIN (wool fat, adeps lanae, wool wax, degras) is defined in the United States Pharmacopeia XIII (1947) as: "the purified anyhdrous, fat-like substance from the wool of sheep."

This fat-like substance is in many respect analogous to human sebum in its biologic function and chemical composition. It occurs as an external coating on wool, is removable by commercial processes and has many uses. Practically all civilized men, women and children encounter lanolin almost daily. Although extensive analytical work has been done on the constitution of the wool fats and a voluminous literature exists on the subject, all their individual constituents have not yet been identified. It is, however, established that lanolin is a complex mixture, composed chiefly of fatty acid esters of high molecular weight alcohols (1,2,3,4,5,6).

#### **Reasons for Undertaking Investigation**

Allergic eczematous contact-type sensitivity to lanolin occurs surprisingly rarely when one takes into account the multitudinous exposures of millions of persons to this substance. For lanolin is used not only in a great many dermatologic medicaments but also in innumerable non-medical materials—for instance, in cosmetics, hair tonics, soaps, shoe polishes—to name but a few.

Nevertheless, when hypersensitivity to lanolin does occur, it presents great problems to both physician and patient, precisely because of the manifold guises and disguises in which this material is constantly encountered. It might, therefore, be of great practical value to discover precisely the constituent or constitutents which are the sensitizing allergens of lanolin.

But the identification of the allergens of lanolin may well have far more fundamental significance. If, for example, it were shown that some constituent common to both lanolin and to human sebum was the offending allergen in patients with allergic eczematous dermatitis to wool fat, this would represent another example of human hypersensitivity to body-own or autogenous materials.

The senior author has long been interested in the possibility of derivatives of the skin epithelia or the secretions of the skin glands acting as skin sensitizing antigens, and in turn, producing reactions in the skin itself. (See, for example, Ref. 7.)

Thus, the studies here reported were undertaken not only for practical reasons but also to ascertain whether lanolin-sensitive persons were allergic to a fat-like or lipoidal compound normally found in the human body or in or on the human skin. Such a finding might suggest new avenues for investigating the pathogenesis of numerous important diseases, including cancer and arteriosclerosis as well as many persistent dermatoses of unknown cause.

#### Test Materials Employed

As stated above, lanolin is a complex mixture. We are indebted to Dr. H. Ehrhardt and Mr. John Koczwara of the Botany Mills, Inc., for furnishing us with one of the samples of lanolin together with the lanolin constituents or fractions which they have isolated from

<sup>\*</sup> From the Department of Dermatology and Syphilology of the New York University Post Graduate Medical School and the Skin and Cancer Unit of the New York University Hospital, Dr. Marion B. Sulzberger, chairman. Published by courtesy of the Journal of Investigative Dermatology.

it. In addition to this group of substances from the Botany Mills, the following were also employed in our

#### **Test Materials Employed**

- 1) lanolin from two other sources
- 2) cholesterol derived from the spinal cord of cattle
- 3) a common proprietary ointment-base, which is described as "a mixture of liquid and solid aliphatic hydrocarbons and alcohols obtained by the saponification of wool fat.
- 4) the carbon tetrachloride which was used as a solvent for the patch test materials.

These materials were employed for patch testing in the concentrations listed below. The tests were applied in orthodox fashion and removed, read and recorded approximately 48 hours later.

#### Concentration

- 1) lanolin fatty acids (Botany)
- 2) mixed lanolin alcohols (Botany)
- 3) pure lanosterol (Botany)
- 4) lanolin fatty acids plus mixed lanolin
- alcohols 1/2% (% of each) 5) carbon tetrachloride
- 6) a popular proprietary ointment base as is presumably including lanolin alcohols
- 7) lanolin A (supplied by Botany)
- 8) lanolin B (supplied freshly by a New as is
- our routine 'therapeutic patch test'
- 11) lanosterol (Botany)

- 1 % solution in carbon tetracloride 1 % solution in carbon
- tetrachloride 1 % solution in carbon tetrachloride
- 1 % solution in carbon tetrachloride

tetrachloride

tetrachloride

1 % solution in carbon

- York Pharmacy)
- 9) lanolin C (which had been in a jar on as is tray for several weeks)
- 10) cholesterol B (Botany-derived from 1 % solution in carbon lanolin)
- 12) cholesterol A (derived from the spinal 1 % solution in carbon cord of cattle) tetrachloride

The cholesterol derived from the spinal cord of beef cattle was employed as a control for the lanolin-derived cholesterol which might conceivably have been contaminated by traces of other allergenic material from the sheep.

The 'pure lanosterol,' a more refined product than

the plain lanosterol, was received just before the testing period started so that it as well as the lanosterol was used.

The 'mixed lanolin alcohols' is that mixture of alcohols which is present in lanolin before lanosterol (a tetracyclic-terpene derivative) and cholesterol have been removed.

A mixture of lanolin fatty acids and mixed lanolin alcohols was also used because we could not be sure, a priori, that such a combination was not necessary for eliciting the allergic response.

Finally, a commonly used proprietary base containing lanolin derivatives was included as a test substance in order to ascertain what, if any, allergenic relationship existed between such bases and lanolin.

### **Subjects Studied and Results of Tests**

In order to rule out primary irritancy, three persons chosen at random were tested with the materials applied to the normal skin as patch tests in the above specified concentrations. In no instance did any of the substances cause any skin reaction whatsoever. Thereupon, four persons, who had been previously proved to react with an allergic eczematous contact-type dermatitis after a forty-eight hour contact with lanolin, were patch tested with the twelve substances selected for this investigation. In each instance a distinctly positive reaction was elicited by each of the lanolin preparations, by the proprietary ointment containing lanolin alcohols, by the mixed lanolin alcohol fraction and by the lanolin fatty acid-mixed lanolin alcohol fraction. None of the other materials tested caused any skin reactions. These results are recorded in detail in Table I and illustrated in Figure I.

#### **Clinical Data About Test Subjects**

Mrs. R. T., when seen during her first visit, presented an allergic eczematous contact-type dermatitis on the skin around the lips as well as a cheilitis exfoliativa. Patch testing with suspected materials led to the discovery that a lipstick, and on further analysis, the lanolin component of the lipstick, was the offending allergen.

Miss L. C. and Mr. M. R. were under treatment and were suspected of having an allergic eczematous contact-type of hypersensitivity to lanolin when careful observations and histories revealed that an eczematous reaction followed the use of each lanolin-containing medicament. These suspicions were confirmed when each responded with a strong eczematous reaction to patch tests with lanolin.

Mr. H. G. was reported by Sulzberger and Morse (8) as having an allergic eczematous contact-type of skin reaction to lanolin in 1931. Now, nineteen years later, this man still reacts positively on contact with lanolin applied in the standard patch test method. Over the past nineteen years, his chronic lichenified eczema of the hands has persisted and it is interesting that this man's occupation is one which entails the daily handling of woolens. (In many types of woolen cloth, a very small percentage of wool fat is left on the fibers in order to permit them to retain their resiliency; perhaps the constant contact with this small amount of lanolin has sufficed to cause patient H. G.'s dermatosis to persist all these years.)

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A A SECULIA S								
	CONTROLS		ES S	test subjects (having eccematous allergic reactions to lanolin)				
	ī	11	ш	Mrs. R. T.	Miss L. C.	Mr. M. R.	Mr. H. G.	
1. Lanolin fatty acids	0	0	0	0	0	0	0	
2. Mixed lanolin alcohols	0	0	0	++-++	+-++	++	+-++	
3. Pure lanosterol	0	0	0	0	0	0	0	
4. Lanolin fatty acids plus mixed lanolin alcohols	0	0	0	++	++	++	+-++	
5. Carbon tetrachloride	. 0	0	0	0	0	0	0	
6. Proprietary base	0	0	0	++-++	++	++-++	+-++	
7. Lanolin A	. 0	0	0	+	+++	++	+	
8. Lanolin B	0	0	0	+	+++	++	+-++	
9. Lanolin C	0	0	0	++-++	+++	++	+-++	
10. Cholesterol B	0	0	0	0	0	0	0	
11. Lanosterol	0	0	. 0	0	0	0	0	
12. Cholesterol A	. 0	0	0	0	0	0	0	



Fig. 1. Patch test reactions to eleven test substances on back of Mr. M. R. Each of the patch test areas has been enclosed within a rectangular outline.

	Left Side		Right Side
1. 0	Lanolin fatty acids	7. ++	Lanolin A
2. ++	Mixed lanolin alcohols	8. ++	Lanolin B
3. 0	Pure lanosterol	9. ++	Lanolin C
4. ++	Lanolin alcohols plus lanolin fatty acids	10. 0	Cholesterol B (derived
5. 0	Carbon tetrachloride		from lano-
6. ++	Proprietary base (presumably		lin)
to -	+++ including lanolin alcohols)	11. 0	Lanosterol

(Photo taken about 48 hours after application of the tests and about 2 hours after their removal and reading)

#### **Summary and Inferences**

1. Four persons proved to have an allergic eczematous contact-type hypersensitivity to lanolin, were patch tested with lanolin itself and with the compounds which represent the major groups of substances known to constitute wool fat.

2. Each of the subjects reacted to three different samples of lanolin and also gave eczematous contact-type responses to the mixed alcohol fraction and to all mixtures containing this alcohol fraction. No reactions were elicited by any of the other fractions of lanolin used for testing in this study.

3. The results show that in these four unselected lanolin-allergic subjects the immunologically active agent (the responsible allergen) was a constituent or constituents of the mixed alcohols of wool fat; and was not present in the other fractions such as the mixed fatty acids, cholesterols or the lanosterols.

4. Each subject reacted positively to contact with a

common and widely-used proprietary ointment base, indicating that it probably contains the mixed lanolin alcohol fraction as its allergenic component.

5. One subject tested to lanolin by the standard patch method in 1931 and again in 1950, reacted on each occcasion with an allergic eczematous contacttype of response. It is likely that this man has retained his allergic eczematous contact-type hypersensitivity to lanolin throughout the nineteen years; although one cannot rule out the possibility of his having lost and then regained this hypersensitivity one or several times in the interval between the testings.

6. Since we could not ascertain the exact chemical nature of the culpable ingredient in the mixed lanolin alcohols, nor discover whether the allergenic agent was present also in human skin or sebum, our present studies failed to shed further light on the important problem of possible skin sensitization to autogenous products of human epithelia, sebum or other normal products of the human body.

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### Value from Conventions

THERE is one yardstick that can be applied to every convention: How much valuable information do the members take home? While program planners have done the very best they could to achieve the best possible results, the unfortunate fact is that too many conventions have fallen down in this respect.

It is not because people have not tried. The committees try to select the very best speakers-but generally the same speakers have a habit of cropping up at all of the meetings. The speakers do their best, but all too often the audience does not find lengthy read manuscripts of interest. Those who attend conventions are generally given little opportunity to do anything but sit and listen as papers are shuffled. . .

Perhaps program chairmen who are now planning conventions should take time out to ask four questions:

1. Do the speakers at your conventions discuss the questions which your members are most interested in having discussed, and would interest and attendance at your conventions be increased if members were asked previously what questions they would like to have discussed by qualified speakers?

2. Are enough speakers participating in your program to give a full picture and give it briefly?

3. Are all segments of the industry given an opportunity to present their view of a problem and suggest solutions?

4. Are your members getting the maximum amount of beneficial information from your meetings?-J. Gor-

# Official Position on Hormone Creams Revaluated

 $T^{\rm HE}$  following significant letter from the Food & Drug Administration of the Federal Security Agency indicates how the official position on hormone creams has been changed.

FEDERAL SECURITY AGENCY FOOD AND DRUG ADMINISTRATION WASHINGTON 25, D. C.

March 8, 1951

Mr. Maison G. DeNavarre The American Perfumer and Essential Oil Review 9 East 38th Street New York 16, N.Y.

Dear Sir:

Replying to your letter of February 28 you are correct in understanding that we have recently had occasion to revaluate our position with respect to hormone creams. In writing to other correspondents we have answered somewhat as follows. We have no objection to your publishing the following statement if you so desire.

There have been some conflicting reports in the literature concerning the effects of estrogenic creams when applied locally. As to the local effectiveness of estrogens in the doses commonly used, we believe that the literature as of today shows, after allowance is made for enthusiasm in some of the publications, slight morphological and physiological alterations in old skins not produced by the same ointment base without the estrogen. Whether or not these effects can be extended for more than two or three months has not yet been determined. In replying to inquiries in regard to harmful local systemic effects we have pointed out that the cosmetics on the market in this country contain from 10,000 to 20,000 units of estrogenic substances in a month's supply. The directions in most cases specify that a small quantity be applied to the face. These articles have been widely distributed for about ten years and there have been no reports in medical literature which suggest harmful effects resulting from their application.

Very truly yours,

SeoPLarriek

Associate Commissioner
of Food and Drugs

# A Blind Woman on Smell Sense

HELEN KELLER, the amazing woman born blind and deaf who conquered her disabilities by developing her other senses has an acute sense of smell. Commenting on this she recently wrote:

"Last autumn I attended a gathering in Westport, Conn., where a professional perfumer talked most interestingly about the distillation of flower fragrances. He gave us all what he called the "blind test" to see how many floral perfumes we could identify. He presented to each of us eight fragrances on little blotters, or "whiff sachets"—rose, carnation, honeysuckle, lily of the valley, lilac, gardenia, jasmin and violet. Everyone complimented me on my ability to name correctly seven out of the eight flower fragrances. I found out that most women can identify only one or two. This is a sad comment indeed on their neglect of a faculty which would repay them a hundredfold for some patience in its development."

# The Task for These Times

KEEP your customers sold. If a major product is scarce, feature a minor one, to keep your trademark out front—your customers buying from you. Or sell quality, service, reputation, to keep your product high in demand when the tide turns.

Keep them informed.—Is there plenty? Say so. Is there scarcity? Tell why. Is shortage temporary? Have you a substitute that can do the job as well . . . or better? What should your customers say to their customers? Erase confusion . . . sell both your product and your company.

Keep them operating.—Tell how to make your product last longer, serve better, hold out till you can make new deliveries . . . how a manufacturer can keep producing, a dealer can keep selling. Help solve your customers' problems and you've solved a long-range selling problem of your own.

Protect your position.—Maybe improve it. You have built a position of strength . . . perhaps leadership. Don't let it slip. Use friendly, informative advertising to hold the preference of old customers . . . sell new men fast . . . keep your distribution lineup solid.

Build for the future.—Pre-sell now what you can deliver later. Or introduce new services. Or develop new products, while demand runs high. Remember that many emergency-inspired products became sales leaders—built new businesses.—Associated Business Papers.

# Why Goods are Returned

FOUR major factors account for present day trends in returned goods according to an extensive survey of ten large department stores in New York conducted by the research department of the New York University School of Retailing.

1. The tendency toward more promotions of merchandise. Up to the beginning of the Korean War, there were more and more special sales and more and more special sales merchandise being offered, some of it apparently inferior in quality, which helped to increase the volume of returned goods to stores.

2. Adequate records are not being kept. In every store there are hundreds of lower-level employes who know items of merchandise that are "no good." The survey found that there was little and, in many cases, no record keeping on returns.

3. Emphasis on mail and telephone orders. Part of the returned-goods problem, it was found, is inherent in the recent push for greater telephone and mail order business.

4. Too liberal return policy. This problem can never be solved as long as each store plays a lone-wolf role. The return problem could be more easily handled if all stores could bring themselves to work together.

# Impersonal Mass Selling Here

How manufacturers of branded cosmetics, soaps and flavoring extracts can successfully capitalize two basic retailing trends that are profoundly changing previous selling methods.\*

ET us examine into some of the reasons why brands need advertising during these years of economic unbalance. And let's not bother with the usual reasons customarily given—they can be found in any text book. On second thought, let us turn toward just one of the less-frequently conceived or expressed reasons why advertising is essential even in a period of austerity. Let us consider that little matter of the shifting roles, in the modern selling world, of impersonal mass selling vs. personal selling.

# Advertising and Impersonal Selling

There was a time—and not much more than 50 years ago—when personal selling shouldered the lion's share of the total selling job in all industry. Then advertising introduced impersonal mass selling—a brand new selling force. Slowly, impersonal mass selling—in the form of advertising in all its manifestations—sent personal selling into a retreat.

# Comes the Chain Store

Then, starting about 1925, after advertising had had its first quarter-century of dynamic growth, a new force that was also *impersonal* mass selling appeared on the business scene. We refer to the chain store.

Not only did the chain store tend to substitute *impersonal* mass selling at retail for what had been almost exclusively a *personal* selling function—it also began to develop self-selection, and then self-service characteristics. That, of course, made *still more* impersonal its impersonal mass selling function.

In those early days, it was advertising that led the chains along the route of impersonal mass selling. Advertising, indeed, made the chain-store operation *feasible*. Advertising paved the way for self-selection. Advertising paved the way for self-service.

But, in more recent years, the chain stores have—if anything—taken the lead in the acceleration of impersonal mass selling. Retailing has gone robot—and the robot is the soul of impersonal mass selling. Retailing has gone robot not only in the introduction of mechanical devices on the retail floor—retailing has gone robot to an even grater extent to the degree that it has developed self-service and self-selection without benefit of mechanical engineering.



The ultimate step in impersonal selling where the customer selects, buys and pays for what she wants all by herself. Food is sold in this way and already vending machines for small bottles of perfume and other toiletries are beginning to appear in railroad and bus terminals and in other convenient public places where women gather.

Advertising may not have *forced* retailing into impersonal robot or semi-robot techniques. But advertising certainly *made possible* these new retailing techniques—and smart retail operators did a magnificent job of developing this opportunity.

Now, however, it appears that retailing on a large scale—with some 400 retail giants controlling at least

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Retail selling in the chain stores consists almost exclusively in the attractive display of merchandise that has been pre-sold by the manufacturers' advertising. Note the arrangement of the well filled cosmetic counters so that the customer may conveniently wait on herself.

half of our over-the-counter retail volume in most categories—may have out-distanced advertising in the gentle art of impersonal mass selling. In other words, the giant retailers have tended to make retailing so much of an impersonal, automatic procedure—with an ever-decreasing emphasis on personal selling in the store—that it now becomes a question whether manufacturers advertise in sufficient volume to compensate for the loss of personal selling on the floor! And right here we have a dramatic and potent reason why brands must not only continue to be advertised—but advertised even more heavily.

That can be explained another way. When we had real—and genuinely efficient—personal selling on the retail floor, pre-selling by the manufacturer was not a major prerequisite. But it is obvious that the less efficient personal selling on the retail floor becomes, the more pre-selling the manufacturer must do.

# Two Basic Retailing Trends-

Retailing has developed two fundamental trends. They are:

1-the trend toward true mass retailing; giant-size retailing as evidence in both the corporate and the voluntary chains.

2-the trend toward *robot* retailing—with the ultimate aim of truly mechanized retailing to be delayed only to the extent necessitated by the defense program.

The two go hand in hand. The individual retail organization cannot continue to expand in size—unless it cultivates impersonal mass selling, or robot retailing. Robot retailing, on the other hand, makes giant-size retailing economically feasible.

If labor becomes a problem, during these next few years, as we have reason to anticipate—then it will become a particular problem to the large retailer. He simply cannot compete for labor with defense plants. That means that his desire for still more robot-ized retailing will increase right during this defense era—and, if his efforts toward this end are partially frustrated by defense priorities, he will be that much more eager to put these programs into effect the moment opportunity offers.

# **Attractive Display of Pre-Sold Goods**

In brief, manufacturers of branded merchandise can look forward to a post-emergency world in which the selling done on the retail floor will consist—almost exclusively—of the attractive display of merchandise that has been pre-sold by advertising!

Now—when will advertisers prepare for that brave new world of retailing? Will they wait until that day is here? Or will they use advertising currently in anticipation of that new retail set-up? There, in the proverbial nut-shell, is one of the basic reasons for that advertising

# The Decline Of Personal Selling

We are about to make a statement that will surely pitch us on a bed of upended rusty nails! We are about to observe that, in some industries, personal selling of all types has been in a decline for almost as long as advertising has been on the upgrade!

Take cigarettes, for example. Surely we are not being inaccurate when we say that manufacturers' salesmen, wholesale salesmen, and retail salesmen play a considerably *reduced* role in the sale of cigarettes than was true years ago. The *more* impersonal mass selling—the *less* personal selling.

Or take food. Some of our largest food manufacturers really do not have sales forces—as sales organizations are generally conceived. Their men are sales promotion men, in reality. With some of our largest food manufacturers it can hardly be doubted that advertising has taken the place of personal selling, wholesaler's sales force—and certainly with respect to the food retailer. The more impersonal mass selling—the less personal selling!

#### Conclusion

And so we conclude that a major reason for that advertising in the years ahead—assuming that sales-creating advertising may not be the basic need in certain lines—is to pre-sell the brand so strongly that it will be able to compete in the now-looming era of impersonal mass selling. There is an ever-widening gap between the finished product and its ultimate sale—a gap left by the gradual lessening of personal selling all along the selling line. Only advertising can bridge that gap!

The day of the individually spoken word as the basic sales-creating factor is waning—in many lines. Its departure will be accelerated by the developments of the next few years. Its place is to be taken by the mass-spoken word; the word that is mass-spoken via printers' ink and via electronics.

The real era of the brand, in other words, is dawning —the real era of the pre-sold brand.

There are few brands that are sufficiently impressed on the minds of the public today to take full advantage of that new era. Too few brands have the real national consumer demand, the real powerful national consumer preference necessitated by such an era. Most advertised brands have only a spotty consumer acceptance—and that isn't enough for an era of impersonal selling.

What better time to put a brand over still more strongly than a time when competition is less vigorous than usual? That is why manufacturers of branded products should advertise now.

# **Point of Purchase Display**

THE test of good point of purchase display is not how cute or pretty it may be, but whether it will sell goods. Some years ago we installed, in a drug store window, a beautiful lithographed display of a soap product featuring a gorgeous blonde with beautifully flowing tresses and school-girl complexion. A record of sales was kept during the life of the display. Some time later the same location was used for a similar period, but in this installation we used a plain card, lacking illustration, and merely setting forth the name of the soap and price. The last display sold better than twice as much merchandise as the first.

Pre-testing of displays is an excellent way to determine the value of certain displays over others. Select test stores in different locations, but with similar potentials, to determine which displays sell more goods. Testing will take the guesswork out of many display problems.

Everyone agrees that mechanical displays are superior to those lacking motion. Nevertheless, a test con-

ducted recently for a particular product in independent drug outlets, proved that the motion display was a waste of the extra cost involved because the dealers just simply did not keep the displays plugged in

Some types of retail outlets appreciate mechanical displays, although they cost the dealer something by way of the electric current to operate them, while other retailers are too penny wise to keep the displays plugged in.

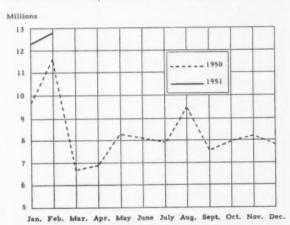
People look at window displays. Window shopping is one of our national pastimes. The smart advertiser should do his best to capitalize on this basic urge and make it work for him on those brands he seeks to push.

Point of purchase is the only medium of advertising that can be measured in terms of sales. This is a fact because there is no time lapse between the advertising impression and the act of purchase. Furthermore, impulse buying is possible only at point of purchase. While the uses of point of purchase advertising are many and varied, its principal function is to move merchandise from retail stores into the hands of consumers.—Julius Teich.

No man is any better than the last impression he leaves.-Phoenix Flame.

# **Cosmetic Excise Tax Collections**

THE following chart shows graphically the sums collected during 1949 and 1950 in 20% excise taxes on cosmetics. Below the graph are figures showing the tax collections for the years 1949-1950 to the nearest dollar.



January	\$12,255,363	\$ 9,836,052	\$ 9,648,063
February	12,867,842	11,654,681	12,984,776
March		16,811,063	6,796,181
April		6,985,099	6,913,884
May		8,316,993	6,983,445
June		8,136,742	7,625,450
July		7,965,373	6,776,881
August		9,671,335	7,807,221
September		7,542,472	6,859,446
October		7,900,314	6,760,409
November		8,159,612	7,738,779
December		7,781,091	7,312,007

# Door to Door Selling

FROM a sales volume standpoint, the comparatively few cosmetic companies that sell direct rack up startling records. The undisputed leader, Avon Products, Inc., has had a consistent growth: 1948 net sales were \$21,250,639 compared with \$18,114,684 in 1947; for the quarter ending June 30, 1949, they were \$5,591,518 against \$4,087,071 for the quarter ending March 31.



Over 40000 agents on a commission basis call on customers in their homes regularly for one of the largest concerns selling in this way.

And the much younger but fast-growing Beauty Counselors, Inc., reported sales for 1948 of \$2,616,119, a gain of almost \$200,000 over the preceding year. For reasons best known to themselves, these firms are reluctant to explain the details of their operation.

In contrast, the J. R. Watkins Co. which sells throughout the midwest a surprisingly large line of cosmetics (as well as toiletries, household products, medicinal preparations, flavorings, spices and farm line products), is frank to admit both its successes and problems. The 81-year-old firm, for example, is doing an "excellent" business; spends 3 per cent of its sales on advertising; maintains separate staffs to promote rural (by far the largest) and city sales; uses premiums; and recruits its own dealers. Vice-President E. J. Sieves, in testimony before the House Ways and Means Committee explained that the firm sells to its so-called independent dealers at wholesale. The dealers, in turn, determine prices and terms for resale. Mr. Sieves also pictured Watkins' turnover problem. It started in 1948 with

7597 dealers; at the end of the year the active list totalled only 4142. "The very cornerstone of our business is based on the premise that these dealers are independent retailers under the common law concept. On this basis," he said, "we have developed a contract under which we carry receivable accounts with them that aggregate between \$4,000,000 and \$6,000,000."

Direct-selling, long an operation of mammoth proportion for comparatively few, is growing all the time; and there is a definite trend for the companies in it to broaden their lines still further.—*Tide*.

# Toni Display Technique

THE Toni Co. considers its point of sale promotion as a continuing process of merchandising, and it defines merchandising as "knowing what the public wants and telling them that you have it." It has instilled in its salesmen the conviction that sales personnel should be merchandisers, not order takers.

The company feels that if a salesman can show a druggist, department store buyer or variety store manager how to move Toni merchandise profitably, the dealer will not have to be sold on placing additional orders. Orders will come automatically, for the dealer will see that by proper promotion, the merchandise will sell itself.

Hence, from the beginning, Toni salesmen have maintained close personal contact with retailers in order to service window display space.

A counter display next to the cash register was Toni's next step in the development of display techniques and was used widely, beginning in 1947.

The package was redesigned in that same year and, in 1948, Toni introduced its now-famous "which twin has the Toni" theme. The attractive new package made possible the use of window display material with a great deal more "eye appeal."

A year later, the company introduced its spin curlers. The midget spin curlers and Bobbi wave kit made their debut last year.

Each development has been featured in the store display material supplied by the company. But Toni salesmen frequently have worked out innovations. Typical was a "house of Toni" display which was widely duplicated in many stores handling Toni products.

Flexibility is the keynote of all point of sales material used by the company. Because drug and variety stores are important parts of the distribution setup, elaborate and expensive displays have been bypassed in favor of relatively simple counter and window cards which can be used to set off the mass displays favored by these types of outlets.—Advertising Age.

Retailers who get paid for department layout, window displays, display fixtures and "bribes" to sales people for pushing brands are not fulfilling their duties to the market.—Walter Lowry.

A national emergency is a time when you make seven copies of everything instead of the usual one.—

Phoenix Flame.

It's beginning to look as if all of us will soon be dollar-a-year men . . . after taxes.—Phoenix Flame.

# Gum Tragacanth Ribbon (Flakes)

Method for the evaluation of flake or ribbon gum tragacanth with the determination of ash and volatile acidity. . . . Report of Sub-Committee\*

n Report No. 1 (THE ANALYST, 1948, 73, 368-377) a method was given for the evaluation of powdered tragacanth. The present report deals with the application of this method to the flake or ribbon gum and with the determination of ash and volatile acidity.

# **Determination of Viscosity**

It is known that the process of grinding tragacanth may have the effect of lowering the viscosity of mucilages prepared from it, but as a uniform mucilage suitable for the determination of viscosity cannot be produced from the whole gum within a reasonable time, it was considered necessary to powder the sample for the test. The problem before the Sub-Committee, therefore, was to find a method of grinding the whole gum to a degree of fineness suitable for the preparation of a uniform mucilage with a minimum loss of viscosity.

Preliminary experiments suggested that in order to obtain a satisfactory mucilage, it was necessary to use a powder not coarser than that passing a No. 30 mesh sieve. The rejection of the finer powder made little or no difference to the viscosity of the mucilage.

The first series of tests was conducted on two samples of flake tragacanth "A" and "B". Members were asked to carry out the following methods-

(a) take a 50-g. sample, grind to pass a No. 30 mesh sieve, and carry out the method recommended in Report No. 1 except that the mucilage, after the addition of the water, is allowed to stand for 24 hours before being heated.

(b) take a 50-g. sample, grind to pass a No. 60 mesh sieve, and carry out the method recommended in Report No. 1, i.e., without allowing the mucilage to stand for twenty-four hours before the heat-

The results are shown in Table I. C100 indicates the concentration necessary to give a mucilage with an efflux time of 100 seconds in the Redwood viscometer. Parallel tests were also carried out by the method recommended in Report No. 1 on powders from the samples of the same gums ground under commercial conditions to pass a No. 120 mesh sieve.

Conclusions-There would seem to be little or no real difference between the results obtained by the two methods (a) and (b). The results obtained indicate, however, that grinding the flake in the laboratory produces a powder which, when dispersed in water, pos-

sesses a viscosity higher than that of the mucilage pro-

		A CANADA A	
	F	LAKE GUM "A"	
16 1	24 -1 - 1		C100
Member	Method	C <sub>300</sub>	on commercial powder
1	(a) (b)	0.53 }	0-64
2	(a) (b)	0.52 }	0-57
3	(a) (b)	0.56 ) 0.55 {	0.63
5	(a) (b)	0.57 }	0-60
7	(a) (b)	0·57 } 0·61 }	0-63
9	(a) (b)	0·51 } 0·58 }	0-61
10	_	_	0.58
Mean	(a) (b)	0•543 } 0•560 }	0-609
	Fi	LAKE GUM "B"	
			C100
Member	Method	C300	on commercial powder
1	(a) (b)	0.22 }	0.28
2	(a) (b)	0·19 } 0·20 }	0.27
3	(a)	0.23	0.29
5	(a) (b)	0•21; 0•22 } 0•20; 0•24 }	0-27; 0-28
7	(a) (b)	0-22 }	0-29
9	(a) (b)	0•21 } 0•21 }	0-27
10	-	_	0-26
Mean	(a) (b)	0-213 } 0-218 {	0-276

duced from the commercially ground material. It was decided that the results were sufficiently encouraging to warrant a more extended trial of method (a) but it was found that the 24-hour period of standing before heating was unnecessarily long, and the period was reduced to 1 hour.

A second series of tests of the five samples of flake gum "C," "D," "E," "F" and "G" was therefore carried out by the following method-

# Recommended Method

After sifting out any accompanying powder, grind a representative sample, preferably not less than 50 g.,

<sup>•</sup> Reprinted by courtesy of The Analyst.

until the whole passes through a No. 30 mesh sieve. The grinding may be effected in a coffee mill or a laboratory disintegrator of the Christy and Norris type or by any other method in which the process of grinding is not prolonged and does not appreciably heat the gum. Determine the moisture in the powder by the method given in Report No. 1. Weigh out a quantity of the powdered gum equivalent to the required weight of dry gum into a dry 500-ml. conical flask and add 5 ml. of 95 per cent alcohol. Ensure that the gum is completely wetted and dispersed evenly over the inner surface of the flask. Add 195 ml. of cold distilled water as quickly as possible and shake. Allow to stand for 1 hour, swirling frequently. Connect the flask to a reflux condenser and place in a vigorously boiling waterbath, so that the surface of the water is about 1 inch above the surface of the mucilage. Complete the determination by the method as described in Report No. 1.

TABLE II

	$C_{100}$				
Member	"C"	"D"	"E"	"F"	"G"
1	0.226	0-410	0.440	0.73	0.91
2	0.235	0-440	0.450	0.82	0.94
3	0.246	0.490	0-460	0.81	0.90
5	0-226	0.440	0.400	0.83	0.90
7	{ 0.240 0.236	0.413 } 0.439 {	0.452	0-74	0.98
8	0.236	{ 0.370 } { 0.380 }	0.440	0-82	0.96
9	0-246	0.386	0.448	0-77	0.94
Mean	0-236	0.419	0-441	0.790	0.933

These results are regarded as sufficiently concordant for the method described above to be recommended.

#### **Correction of Redwood Viscometer**

It has been pointed out to the Sub-Committee by Dr. G. Barr\* of the National Physical Laboratory that the use of the method of correction recommended in Report No. 1 for Redwood Viscometers giving different rates of flow with water may lead to serious errors. The correction applied by the Sub-Committee's recommended method may amount to 10 per cent, whereas differences between instruments certified by the National Physical Laboratory will rarely amount to 2 per cent at 100 seconds.

Some of the viscometers used have been checked by determining the efflux time at 20° C. of an aqueous solution containing 72.4 per cent. of glycerol and having an uncorrected specific gravity at  $25^{\circ}/25^{\circ}$  C. of 1.1886  $\pm$  0.0001. This solution should have an efflux time at 20° C. of 100 seconds. The instruments tested gave efflux times of  $100 \pm 1$  seconds with this solution.

# **Suspending Power**

It should be made clear that, although viscosity is one of the factors that determine the suspending power

of gum tragacanth, the latter property is dependent on several other factors. It has been shown from experiments by members of the Sub-Committee that mucilages prepared from different gums and having the same efflux time in the Redwood viscometer vary considerably in their suspending power for bismuth carbonate. Viscosity cannot therefore be regarded as a measure of suspending power. Since suspending power is known to be dependent on the physical properties of the suspended particles, it does not seem to be practicable to prescribe a standard method for its determination. It is recommended therefore that when gum tragacanth is being purchased for use as a suspending agent, the purchaser should carry out a form of test using the concentration of tragacanth normally employed in his process and using all the materials that he desires to suspend.

# Determination of Ash\*

TABLE III

Results for the determination of sulphated ash expressed as a percentage of the dry gum

Member	Fla	ke gum "C"	Powder "H
	T la	ke guin C	
1		_	4.62 4.66
			4.66
			4.68
2		4.89	4.41
4		4.91	4.47
		7.91	4.51
			4.57
3		4.67	4.53
3		4.73	4.45
5		4.93	4.45
		4.97	4.49
6		4.93	4-47
7		4.74	4.37
*		4.63	4.27
		4.64	
8		4.74	4.59
		4.74	4.61
9			4.29
			4.32
			4.58
3	Mean	4.793	4.500

The percentage of ash is apparently unrelated to the quality of tragacanth, at any rate within the limits encountered in genuine samples, although a high ash content may indicate crude adulteration of the powdered gum.

Preliminary experiments on the determination of ash by direct ignition gave results that did not show satisfactory agreement. Attention was therefore given to the determination of sulphated ash and better concordance was obtained.

The method recommended is as follows—Weigh accurately about 1 g. of the powdered gum into a platinum dish, and ash at about 300° C., preferably over an Argand burner. Moisten the ash with sulphuric acid

<sup>•</sup> Private communication

 $<sup>^{\</sup>rm o}$  This method is applicable to powdered tragacanth without further grinding.

(50 per cent. by volume) and heat gently until the sulphuric acid is removed, then more strongly until a white ash is obtained. Again moisten with sulphuric acid and ignite at a bright red heat (about 850° C.). The sulphated ash should be expressed as a percentage of the dry gum.

The results on a sample of flake gum "C" and a sample of powdered gum "H" are given in Table III. They are regarded as sufficiently satisfactory to validate the method described above.

# **Determination of Volatile Acidity**

The determination of volatile acidity is of value in detecting adulteration of tragacanth with Karaya gum (also known as Indian tragacanth) from *Sterculia* species and with Gum Ghatti (Indian gum) from *Anogeissus latifolia*.

The method used was that described in "Methods of Analysis of the Association of Official Agricultural Chemists," 6th Edition, 1945, p. 709. The details are as follows—

Treat 1 g. of the whole or powdered sample in a 700-ml. round-bottomed long-necked flask in the cold with 100 ml. of water and 5 ml. of phosphoric acid (85 per cent. by weight) for several hours or until the gum is completely swollen. Boil gently for 2 hours under a reflux condenser. A very small quantity of cellulose substance will remain undissolved. Tragacanth yields a practically colorless solution. Karaya gum gives a pink or rose solution. This reaction may be used as a preliminary test for detection of Karaya gum. Distill the hydrolysed product with steam, using a scrubber to connect the distillation flask with the condenser. Continue the distillation until the distillate amounts to 600 ml. and the acid residue to about 20 ml. To avoid scorching of the residue, do not permit concentration of the contents of the distilling flask to less than 20 ml. Titrate the distillate with 0.1 N sodium hydroxide, using 10 drops of phenophthalein indicator. Correct the results by a blank determination and express as "volatile acidity" the number of ml. of 0.1 N sodium hydroxide required to neutralise the volatile acid obtained.

The results on two samples of tragacanth "C" and "G" are given in Table IV. The results are calculated as ml. of 0.1 N sodium hydroxide per 1 g. of gum as received.

TABLE IV
ml. of 0-1 N sodium hydroxide for 1 g.

Member	Gum "C"	Gum "G"	
1	3.55; 3.45	3.50; 3.50	
2	3.55	3.85	
3	3.60	3.75	
5	3-55; 3-75	3.50; 3.70	
7	3-60	3.80	
9	3.90: 3.75	3.90: 3.10	

These figures are regarded as sufficiently concordant to justify recommending the method for adoption. Figures obtained by a member using this method on 28 samples of tragacanth gave a range of 2.3 ml. to 4.0 ml. with a mean of 3.46 ml. of 0.1 N sodium hydroxide. One sample of Indian gum (Gum Ghatti) gave 12.75 ml. and a sample of Karaya gum 22.2 ml.

# **Bristol-Myers Display Policy**

BRISTOL-MYERS CO. is allocating this year an amount equal to 10% of its overall advertising budget for point of purchase advertising.

Translated, these display dollars add up to 1,500,000 dummy cartons, 100,000 counter cards, 50,000 window spots and banners, and 250,000 price tickets.

While the company is, year by year, gradually increasing the money spent on point of sale, it insists that these materials not be wasted nor distributed on any hit-or-miss basis.

For this reason, no point of purchase material goes to a retailer unless he has specifically requested it. To draw the attention of retailers to new displays and aids, Bristol-Myers sends letters to thousands of outlets all over the country. These describe the offering and include a photograph. In the envelope is a return postcard which the retailer fills out and mails—if he wants the company's offering.

Ads in business publications describing the display material carry coupons for the use of interested retailers. Other sales outlets make their decisions known to the company's own representatives, who call on them personally. (Of the 55,000 chain and independent drug stores in this country, about 30,000 use some Bristol-Myers display material.)

"We like this system because we have an assurance that our point of sale material will be used and used properly by drug stores," said Frank R. Hale, B-M merchandising manager. "We have so many requests for point of purchase material that we can't possibly fill them all."

Prior to 1950, the company used quarterly promotions in drug stores, utilizing elaborate window displays, counter cards and price tags. This approach has been altered to the extent that it now goes in for monthly promotions. Bristol-Myers has four basic requirements for any new display material. It must:

- 1. Create attention.
- 2. Be a vehicle to help sell the company's products.
- 3. Be attractive, and different in design.
- 4. If an interior design, it must hold "live" merchan-

The company uses a number of "test" stores in New York, Ohio and elsewhere to try out new displays. In July, 1950, when it experimented with a jumbo floor stand for the first time, the company found this device kiting sales by 187%. Pleased with the result, the company ordered the stands and has found since that they "materially increase" Ipana sales wherever used.

Bristol-Myers has more than 50 field men who visit retail stores all over the U.S. These men check on the use to which the company's display materials are being put. If a store is not getting the mileage it might out of a display, these men advise the owner on necessary changes.

By means of this personal check, recently introduced, the company expects to maintain an accurate statistical control which will make it possible for its future display material to do a better job than ever before possible.—Advertising Age.

Winning an argument never sold a bill of goods.

# Polarographic Measurement of Oxygen Consumption of Skin in Vivo\*

FREDERICK URBACH AND GEORGE PEIRCE

ANOMETRIC measurements have shown that oxygen consumption of the skin is markedly changed by inflammatory diseases, neoplasms, hormonal influences, age, irradiation, and vesicants (1-4). The present study utilizes a polarographic method for estimating oxygen tension and oxygen consumption of human skin (5, 6). The results in normal skin are presented.

# Measurement of Cutaneous Oxygen Consumption

Polarographic measurement of cutaneous oxygen consumption is based on the observation that removal of oxygen supply by blanching the skin results in a rapid fall of the oxygen tension to very low levels in 11/2-2 min. This is achieved by elevating the tip of an electrode, inserted intracutaneously, until enough pressure is applied to the overlying skin to force the blood out of a 5-6 mm<sup>2</sup> area (6). An estimate of the relative rates of the oxygen consumption of tissues can be obtained

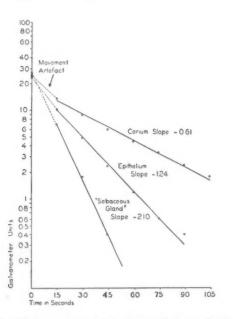


Fig. 1. Relative oxygen uptake of corium, epithelium, and "sebaceous glands" of normal human skin measured polarographically. Oxygen tension is expressed in galvanometer units.

from the rate of fall of the oxygen tension.

One hundred and thirty experiments were performed within a 20-cm2 area of the extensor surface of the left forearm of 3 healthy white male students. The electrodes were inserted into the skin to depths corresponding approximately to those of the epidermis and corium and into hair follicles. Control experiments were carried out on excised human skin stored for 4 days, and on the abdominal skin of an anesthetized dog after in-

tradermal injection of 0.1 ml of 0.1 M sodium azide. Galvanometer readings were recorded every 15 sec. throughout the experiment, following stabilization of the electrolysis current.

Elevation of the electrode tip results in a movement artifact, which consists of a partial fall of the electrolysis current. The first reading after the application of pressure was not considered in the evaluation of the experimental results because of the movement artifact.

The fall in oxygen tension in human skin, plotted against time on semilog paper, was found to approach a straight line. The oxygen consumption of normal human epidermis was significantly greater than that of normal corium in the same area. Extremely rapid oxygen uptake was found in about 30% of the experiments in which electrodes had been inserted into hair follicles. It seems possible that in these cases the tip of the electrode entered a sebaceous gland (Fig. 1).

The frequency distribution curve of the slopes obtained from the experiments on normal human skin shows 3 maxima. These correspond to the 3 levels of the skin to which the electrodes were inserted, and are related to one another in the same way as the QO2 values reported for connective tissue, skin, and glandular tissue in manometric studies (Table 1).

TABLE 1 RELATIONSHIP OF RELATIVE OXYGEN UPTAKE OF CORIUM. EPIDERMIS, AND "SEBACEOUS GLANDS" MEASURED POLAROGRAPHICALLY TO QO: OF HISTOLOGICALLY SIMILAR TISSUE OBTAINED BY MANOMETRIC METHODS (1, 7)

Region of skin	Logarithm of mean slope	10 Slope	Tissue	QO:
			Connective	
Corium	-0.65	0.44	tissue	0.4
Epidermis "Sebaceous	- 1.30	2.00	Skin (1)	2.1
gland"	- 2.00	10.00	Liver (7)	9.0

Immediate repetition of the measurements in the same skin area without reinsertion of the electrode significantly decreased the oxygen consumption. This was probably a result of injury to the skin.

When the identical experiment was performed in excised, dead human skin, and in the intact skin of a living, anesthetized dog after the local injection of sodium azide, there was no fall in oxygen tension after the initial movement artifact. This evidence for the inability to utilize oxygen, noted in dead skin, and in living skin the cytochrome oxidase system of which had been blocked by sodium azide, bears out the usefulness of this method for the relative measurement of cutaneous oxygen consumption.

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All a man seems to have learned in the past fifty years is how to go faster, work less, spend more, and die quicker.

Department of Dermatology and Syphilology, University of Pennsylvania, and Peripheral Vascular Section, Robinette Foundation of the Hospital of the University of Pennsylvania. This work was aided by a grant from the U. S. Public Health Service. Published by courtesy of Science.

# Material Developments In 1950—III



An informative review of the progress made in essential oils and perfumery synthetics. . . . Developments in analytical methods. . . . Patents dealing with the manufacture of perfumery synthetics

PAUL Z. BEDOUKIAN, Ph.D.\*

(Concluded from March issue)

oniferyl alcohol has been prepared from acetylferulic acid<sup>126</sup> and its infra red spectra given. A number of new procedures are reported for the preparation of indole by Tysons method.<sup>127</sup> Other publications report the synthesis of 5-methylindole<sup>128</sup> and the mechanism of the Fischer indole synthesis.<sup>129</sup> Also of interest to the industry are articles which deal with the preparation of coumarin by the Perkin reaction,<sup>130</sup> of phenylethyl alcohol by the Friedel-Crafts reaction<sup>131</sup> and by Ziegler's method of reacting chlorobenzene with ethylene oxide.<sup>132</sup>

Numerous patents were issued in the past year reporting new or improved methods for the manufacture of important perfumery synthetics. Phenyl ethyl alcohol of high purity is obtained in yields of about 78 per cent by the well known Friedel-Crafts method, the reaction taking place at low temperatures and under reduced pressures. The impurities and under reduced pressures it in water and then crystallizing it in the dispersed state. The impurities remaining in the aqueous phase are centrifuged off. Another patent reports the preparation of 2,4-dinitro-3-ethyl-6-tertiary butyl anisole which is described as having a strong, persistent, musk odor. A Swiss patent reports the preparation of muscone from 2,15-hexadecan-dione which is treated with methyl aniline grignard at high dilution.

$$(\operatorname{CH}_2)_{12} \xrightarrow{\operatorname{CO}_3} \operatorname{Ce}_{\operatorname{H}_3,\operatorname{NMg},\operatorname{CH}_3} \xrightarrow{\operatorname{Ce}_{\operatorname{H}_2}\setminus_{12}} \operatorname{CH}_2$$

$$\downarrow \operatorname{H}_2$$

$$(\operatorname{CH}_2)_{12} \xrightarrow{\operatorname{CH}_3} \operatorname{Ce}_{\operatorname{H}_2}$$

$$(\operatorname{CH}_2)_{12} \xrightarrow{\operatorname{CH}_3} \operatorname{CH}_3$$

Vanillin may be isolated from sulfite liquor through the use of ion exchange resins. <sup>137</sup> Another patent describes the preparation of vanillin by subjecting crude lignin to distillation under reduced pressures. <sup>138</sup> Treatment of vanillin and similar aldehydes with formaldehyde and an excess of alkali in presence of silver catalyst gave the corresponding alcohols in high yields. <sup>139</sup>

Veratraldehyde was prepared from vanillin by methylating it with methyl sulfate at pH of 9.0 to 9.5 obtained by the simultaneous addition of alkali to the reaction mixture. 140 Syringaldehyde is manufactured by the oxidation of 4-hydroxy-3,5-methoxy propenyl benzene. 141

Acetophenone manufactured by the oxidation of ethyl benzene is purified by passing over a dehydrating catalyst at high temperatures followed by fractional distillation and crystallization. Another patent describes the manufacture of acetophenone from phthalic anhydride. Improved procedures are reported for dehydrating terpin hydrate to terpineol. At The Oppenauer oxidation is carried out in the presence of a primary aromatic amine to give a Schiff base with the aldehyde formed and the aldehyde then regenerated by acid hydrolysis. Benzaldehyde or substituted benzaldehyde is obtained by treating the benzene with carbon monoxide in the presence of BF<sub>3</sub>-HF catalyst at low temperatures. It is a purification of the presence of BF<sub>3</sub>-HF catalyst at low temperatures.

Limonene is hydrogenated and then reacted with carbon dioxide to give 2-p-menthanecarboxaldehyde.<sup>147</sup> Reduction of the latter gives the methylcarbinol which along with its acetate is claimed to be useful in the perfume and flavor industries.<sup>148</sup> Other patents report the conversion of 3-nonenoic acid to the 2-nonenoic isomer<sup>149</sup> by treatment with alkali, and the manufacture of methyl naphthyl ketone from naphthalene.<sup>150</sup>

# **Essential Oils**

In view of their great importance it is not surprising to note the considerable interest shown in the citrus oils. Kesterson has published some highly informative accounts on the production and analysis of Florida orange oil, <sup>151</sup>, <sup>152</sup> Florida grapefruit oil, <sup>158</sup> and Florida lime oil. <sup>154</sup> Another author discusses the properties of Indian orange and grapefruit oils, <sup>155</sup> The flavor and chemical properties of Palestinian orange oils have been reported <sup>156</sup> and another article gives an analysis of the aldehydes found in French Guinea orange oil. <sup>157</sup> A recent patent <sup>158</sup> discloses the production of citrus oils by rotating the fruit against a wire brush and carrying away the essential oils by means of an air stream. The oil vapors are then absorbed on activated charcoal and recovered in the usual manner. Another patent describes the pro-

<sup>&</sup>lt;sup>o</sup> Chief chemist, Compagnie Parento, Inc.

duction of citrus oils by mixing the peel with a grinding powder such as sand and then subjecting it to hydraulic pressure. 159 Recent reports give the properties of 1949–1950 crops of bergamot 150 and mandarin petitgrain oils 161 in Italy.

It has been found that geraniol occurs in lavender spike to the extent of 3-5 per cent.162 Another study reports the occurrence of traces of n-hexanol, coumarin and formic acid in the same oil.163 Lemongrass of Siamese origin yielded 0.39 per cent oil which contained 63 per cent citral as determined by the hydroxylamine method.164 Peppermint oil grown in various areas of the the United States indicated considerable variation in the menthofuran content. Thus oils from Eastern Washington contained up to 10.3 per cent as against 5.2 per cent from Western Washington and 4.2 per cent from Oregon.<sup>165</sup> An extensive report gives the production of peppermint and spearmint oils in the United States. 166 A general review by various authors has been published in Japan on the camphor industry, including the various species of the tree and products obtained from it of value to the essential oil industry.167

In continuation of their studies on oil of hops, Sorm and co-workers<sup>168</sup> identified methyl nonyl ketone, pelargonic acid esters, myrcene and triterpenes in this oil. In the sesquiterpene fraction were found an acyclic compound with four double bonds, humulene and a beta caryophyllene type compound. The same authors reported the presence of a colored bicyclic hydrocarbon in wormwood oil.<sup>169</sup> A review was published on Brazilian sassafras oil<sup>170</sup> and another on mysore cardamom oil.<sup>171</sup>

Naves reports the occurrence of the methyl esters of caprylic, pelargonic, capric, lauric, palmitic, stearic and linoleic acids in oil of orris.<sup>172</sup> In addition to these, he also noted the presence of acetophenone, acetoveratrone and a hydroxyketone (probably hydroxydihydroirone).<sup>173</sup> An interesting review appeared on the production and properties of rose oil.<sup>174</sup> Trabaud has published two articles on the valuable perfumery ingredients oakmoss<sup>175</sup> and ciste-labdanum.<sup>176</sup> The main constituent of cistus ladaniferus has been shown to be alpha pinene.<sup>177</sup> The occurrence of dl-alpha ionone, beta ionone and cis-dihydroionone in costus oil has been reported.<sup>178</sup>

#### Reports on Various Essential Oils

Naves has reported on his studies of a number of essential oil bearing plants. The fruits of Myroxylon pereirae contained a bicyclic sesquiterpene and other sesquiterpene alcohols.<sup>179</sup> The leaves of this tree gave a similar oil and contained no nerolidol or farnesol.<sup>180</sup> The trunk of myroxylon balsamum contains mainly 1-cadinol and very small quantities of nerolidol and farnesol.<sup>181</sup> The constituents of the oil obtained from Zanthoxylum rhetsa are reported in another publication.<sup>182</sup>

The oil of Ocimum basilicum as obtained in India consisted of 57 to 70 per cent methyl cinnamate and 11 to 20 per cent linalool. 195 Oil obtained from the leaves of Blumea lacera contained 66 per cent cineol, 10 per cent d-fenchone and 6 per cent citral. 196 The oil from the flower heads or leaves of Lippia carviodora had a large proportion of carvone and aliphatic terpene alcohols. 197 A study has been published on the preparation of liquid styrax. 198

Several papers have also appeared on essential oils of American origin. The essential oil obtained from Pectis papposa occurring in the Southwest consisted largely of beta pinene and cuminic aldehyde. The oil from the leaves of Litsea guatemalensis has been shown to contain mainly 1,8-cineole and carvone. On Two other publications deal with the composition of the essential oil obtained from Picea mariana and of oil obtained from the dried leaves of peperine (Bystropogon mollis).

### **Review and Books**

Unlike previous years, comparatively few books of interest to the industry were published during the past year. Outstanding among these was the appearance of the fourth volume of Guenther's "Essential Oils." The clove tree is of paramount interest to the food and perfume industry and in this connection it is interesting to mention the appearance of an authoritative book by Tidbury, "The Clove Tree."

An examination of the essential oil of Melaleuca linariifolis indicated the presence of 40 per cent various terpenes and 37 per cent terpinen-4-ol in addition to other constituents. So Other similar studies on oils of Australian and New Zealand origin include the essential oil of Calytrix tetragona sh which consists of 45 per cent beta pinene, the essential oil of Libocedrus bidwilli containing 24.8 per cent l-alpha pinene and 18.4 per cent gamma curcumin, sessential oil of Pittosporum tenuifolium containing 43.2 per cent d-alpha pinene, sh and the essential oil of Eucalyptus oleosa containing 88.3 per cent of cincole. Ses The oil obtained from Backhousia anisata was found to contain 60 per cent anethole, sh and the oil of Boronia ledifolia found to contain methyl heptyl ketone and methyl nonyl ketone.

A number of studies have also been published on oils of European origin. Bulgarian oil of turpentine from Pinus silvestris was reported to contain 64 per cent 1alpha pinene and 27 per cent 1-beta pinene, along with other constituents.190 Another article appeared on Dalmatian myrtle oil obtained from Myrtus commusin.191 Two other studies on oils of European origin dealt with Tanacetum microphyllum<sup>192</sup> and Angelica archangelica.193 Various species of Primulaceae which yield oils possessing an anise odor were the subject of a French publication.194 A two volume book by Janistyn deals primarily with cosmetics and soaps but also contains considerable material on essential oils used in perfuming cosmetics.205 Two other books recently published are likewise worth mentioning. They are: Formulaire de Parfumerie et de Cosmetologie by Gatefosse;206 Atherische Ole, Riechstoffe und Riechdrogen by Jaminet.207

Very little is heard of the well known Schimmel Reports originating in Germany, which for over half a century constituted the most important source of bibliographical information to the essential oil and allied industries. These reports continued to appear even during World War II, although in diminished volume. In the past three years, these reports have appeared in their former comprehensive content. The 1950 issue has just been received by the writer.<sup>208</sup>

Several general reviews of interest to the industry have been published in the past year, including the annual reports of the Chemical Society of London which devote 25 pages to the section on terpenes<sup>209</sup> and periodic reviews in the Manufacturing Chemist.210 Certain aspects of the industry were discussed by various authors in the Japanese Trade Journal on Aromatics.211 This is the author's seventh annual review in the American Perfumer.212

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# Meaning of Cosmetic

T may be hard to believe, but the primary and literal meaning of cosmetic is "that which adorns or decorates." The original Greek word, kosmetikos, means "one skilled in adorning." In ancient Rome, the word cosmetes designated, "the slave who has charge of the wardrobe and toiletries of his mistress.'

Thus we see that "cosmetics," in the meaning of "make-ups," is only figurative. In medical language, the term cosmetology is used to describe the performing of "cosmetic operations," i.e., restoring scarred or burned areas to normal appearance.

# How Old is Old?

AGING is an individual matter, and a highly impor-tant one, according to speakers at a recent symposium of the Industrial Research Institute, Inc. The precise influence of age on mental performance is not yet clearly defined, but general conclusions are that aging is gradual and continuous; it may progress at different rates in the different organ systems of the same individual, and may vary widely among individuals. Although most organ systems reach peak efficiency at a relatively early age and then decline gradually, for many functions there is an extensive plateau in middle life, and even thereafter there is no precipitous drop. Thus, age must be related to specific functions, and it is meaningless to depend upon strict chronological age in determining appropriate ages for retirement.

With the elderly population increasing and maximum productivity needed, arbitrary retirement of effective employees is wasteful. The problem is to maintain effectiveness of older people in the proper positions and to prevent them from restricting the development of younger workers.-Arthur D. Little, Inc.

To get a better job, do a better job.

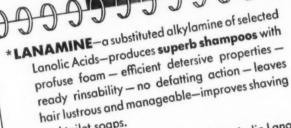


"How do I know what shade of powder you should use?"

# TO THE COSMETIC INDUSTRY

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\*LANOGENE - viscous distillate of liquid Lanolin esters - oil soluble - for hair dressings, brilliantines-effective lubricant and solubilizer for lipsticks-permanent wave and deodorant creams.

\*ALCOLAN - self emulsifying absorption base produced from selected Lanolin fractions—forms lustrous white w/o emulsions—for cosmetic creams and medicinal ointments.

ROWAG AAA LANOLIN - vacuum deodorized, extremely light color-glossy texture - finest cosmetic quality available - far superior to standard grades as skin penetrant and emollient.

• Reg. U.S. Pat. Off.

Photo of high vacuum distillation equipment at Mamaroneck plant.

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110 EAST 42nd STREET

NEW YORK 17, N. Y.

# RETAIL BUYERS REPORT

# Middle West Slow; Chicago Reports Color Rinse Demand; Protest Sealed Packages

IEAN MOWAT

Chicago—Mother's Day and graduation gifts are the two important items on the cosmetic agenda for the next month. Buyers are griping about tightly sealed packages that arrive in the department and which must be cut on three sides to open. Women will not buy these without seeing the contents, despite the open display on the counter.

# Sealed Packages Not In Favor

"Can't these boxes be made so that we can open them and not give the appearance that these have been slit for customer's inspection when it is a gift?" was the question asked in one of the smart hotel shops where the gift item is the most important part of selling. And the imported packages are as much to blame as the domestic species.

"Women have had too much experience with leakers in both perfume and cologne" said a Minneapolis buyer, "to buy sight unseen. We also have to watch the color, for in a certain hyacinth fragrance, the odor remains, but the color changes from blue to brown. Unless this happens after the woman purchases we have a return, and we usually do anyway. And this takes place without being in a lighted case, for our losses are too heavy under those conditions."

The hotel shops (they do business until midnight) want a travel kit with cleansing cream, a good night cream, rouge for lip and cheek, eyemake-up, pencil and powder with small amounts of each, and priced to retail in the \$5 to \$5.95 bracket. The lighter the weight the better they like it. Buyers often refer to it as an emergency kit.

One shop in Chicago that caters to a building in which there are over 10,000 girls has met the emergency idea in a clever way. Forgetting compact, lip rouge, etc., has resulted in a "bar" where every item is 10 e... including deodorant, cologne, eye-make-up, and even a tiny vial of perfume with several drops. Cleansing cream, tissues, good pow-

der are all included. It is one of the popular early morning and late evening spots, for the shop is open until 6:30. It was one of the first in this area to offer to its clientele the Ciro Sampler and the price was as intriguing as the four fragrances.

# **Purse Vials Complaints**

"The idea of putting perfume directly into a metal case, without a glass lining, is beyond our understanding," was the comment of a clerk in Milwaukee's swanky salon. "The color is changed and the fragrance is also given a different tang. Women just won't take a second chance and want one in glass."

"The more luxurious purse vials that are non-fillable," said a St. Louis buyer, "certainly pique the customer and we can do nothing about it. When we know the customer personally we suggest that a well stoppered glass vial be used instead and then keep it protected against breakage. This has served to increase our sales. It is much better business for us than selling a \$15 jeweled vial that merely becomes decoration after it is empty."

# **Change The Color**

Might well be the theme about town these days. Rinses are growing in greater popularity every day. When one calls on a buyer this week she may have streaks of white hair, but next week she may be a redhead, or even a platinum blonde. One woman delights in these changes, and it is said is responsible for the excellent sales made in the department. No buyer cares to predict their success. The fact that these are applied at the time of the shampoo and are washed out on the next one can easily lead to as frequent changes as in lip-sticks. And—women have found it fun.

## Wanted: Bottoms On Bottles

At a recent conference on soaps and detergents the point was made by two speakers that certain liquid detergent would have a short life unless the perfectly smooth bottle was changed immediately because if Business is generally slow to middling as expected Easter sales flop

More intensive gift promotion is needed for holiday sales

Hair dye, eye make-up, stayon lipstick stand-out; hand and face creams face a future

hands were even damp it would result in a crash. The same is true of bubble bath and buyers want the bottle fluted or so made that the woman can get a grip on it, even with wet hands, and not spill the contents.

Equally as expensive in replacement to either the store or the consumer are the "rocky" or uneven bottoms which are always being upset and have to be propped. One of the firms that did a large sale on this brand has dropped it because "droppage" became too costly.

## The Eyes Have It

While the extreme doe-eyed effect has vanished, more women are purchasing eye-make-up and using it intelligently than in any other recent year. No longer is it a style sales spurt; it has settled down to a steady sale.

# Middle West Slow

Major cities throughout the Middle West complained about slow business last month. Income tax, Easter, and snow storms that blocked main highways were all held responsible. Yet the average store did little to encourage women to try the new lilac fragrance which has been a big city hit, and failed to give much presentation to a new lipstick. Block's of Indianapolis promoted soap specials last month, stressing fragrance and with it matching items in dusting powder and cologne.

Emery, Bird, Thayer, Kansas City, demonstrated a new lotion that is recommended as a skin cleanser and an antiseptic. This line is having a wide presentation throughout the area. Ayres of Indianapolis and Chicago stores gave new importance to deodorants and, with new apparel for spring, additional stress is placed on "fresh skin."

Macy's, Kansas City, featured all the new spring items in gay boxes and stressed the purchase of two fragrances in either colognes or per-

fumes as a sure way to please one's self or friend. This is one of the few stores that give attention to foundation creams in all advertis-

Minneapolis stores continue to plug the home permanent, even hotel shops finding these sharper in sales than normal. At least it can be done in one's room, and that may be one reason for hotel cosmetic shops enjoying a strong sale in several cities.

The ultimate in ensembled coloring was touched off by Brandeis, Omaha, when it featured a noted cosmetic maker's powder tones for the ones used in its hosiery colors.

Chain grocery stores are now using full page ads to feature deodorants, hand creams, skin and cleansing creams, shampoos, and a variety of hair items for men and women. Chain drug stores present many of these same items and in one announcement had six of the popular two-for-the-price-of-one items.

Perfumes and colognes were last minute gift items in Easter sales and made a marked difference in the final retail figures which were far under quota up to that time. Additional volume has been written in the various formulae for tightening muscles. Advertising on this has featured outstanding brands, but only in the better stores. Popular priced stores have given this little attention so far, some buyers saying that it is too high priced, although Milwaukee stores have found it steady in sale, as have Chicago's smarter shops.

just how much sincerity there is in the squawk we listened to from a department store buyer today. It is none of our business, but we should just like to know how great a part of her total sales volume is represented by the items carried by the super market service racks. Maybe she was protesting because she senses a trend. You can get a hearing on both sides of that question with no trouble at all these days, and find yourself on the opposite camp from fifty per cent of your auditors whichever side you take.

# Lipstick Hot

The hottest item out here this past month was Helena Rubinstein's indelible lipstick. A famous name, plenty of advertising, and a top product in an established price range spell success in toiletries. Try to name two other commercial lines where they won't. Lanvin's Arpege \$2.00 toilet water continues to wow them. Ciro's get acquainted package is well displayed and moving,—and why shouldn't it? And plastic bottles and jars continue to enjoy good displays, apparently paying the rent on the space allotted to them. Now one with an atomizer top is being featured. Curiously enough, soap is slow. Several stores out here were caught by the price rise on soap, and buyers are not happy about it. They claim they were not notified, and the suppliers they accuse say they were. But hard feeling persists. Should notices of price changes go by registered mail? We're only ask-

# Wanted: Holiday Toiletry Sales Stay-on Lipstick Red-Hot

DON COWLING

Los Angeles—Many times you will hear toiletries salesmen advising each other to hit for the small towns when business is off in the cities. But not now. We've just come up through the San Joaquin Valley, California's kitchen garden, and found toiletries business way off in Bakersfield, Fresno and Stockton. Actually the lid, for toiletries buying, at any rate, is on in some stores. However, toiletries buyers are taking their deserted sections philosophically. "After all," they say, "it's before Easter, and people are buying Easter things."

So when we strolled down the main aisle of Gottschalk's, Fresno's largest department store, and saw aisle tables glowing with displays of artificial flowers in nosegays, boutonnieres, bouquets, sprays, and just plain bunches it reminded us that we'd seen many such displays in department store notion sections this month, but not one tied in with the toiletries section. Store after store out here is having its flower and perfume promotion, patterned after the one launched at J. W. Robinson, Los Angeles, years ago. I. Magnin, San Francisco; Buffum's, Long Beach; Popular Dry Goods Co., El Paso; Rankin's, Santa Ana;-the list grows longer each year. But these are artistic exhibits-not selling promotions. Actual sales slow down almost to a stop during these flower-perfume shows. But the displays of artifical flowers put on by the notions departments are built with an eye to sales. "Let's sell some artificial flowers at this dressy Easter time," notions people seem to be saying.

That's a real tie-in. Sure, people are buying Easter things, but they don't seem to be searching for those things in the toiletries sections of many West Coast department stores at this season. Can't some smart manufacturer come up with a really clever perfume or cosmetic promotion that will tie in his product with millinery or artificial flowers for same, or some other unit of allure that women feel they must have at Happy Eastertide? Store wide meetings and store wide promotions pretty well went out with the ascendancy of unions, but certanly are an item important enough to warrant the support of two departments of a department store. Co-operation is needed so that toiletries people at Easter time won't be shrugging their shoulders while their customers are in other departments "buying Easter things.'

### **Basket Shopping**

At first it was the retail druggist who was doing the hollering about toiletries in super markets. Now apparently some department stores are feeling the pinch. But we wonder

# Stay-on Lipsticks Sell; Buffalo Demand High

MAGGIE FLEMMING

Buffalo-Longer lasting lips are here to stay-if the success of Helena Rubinstein's new Stay-Long lipstick and Hazel Bishop's indelible lip-stick is any criterion. The tremendous national advertising that launched Rubinstein's stick, coupled with the fact that it is part of the Rubinstein line which is, in many stores, sold by an exclusive Rubinstein representative, has contributed greatly to the volume of sales here. The Bishop stick has achieved an enviable record, considering its rather conservative promotion. It is a separate item instead of a new addition to an established line, and retails for ten cents more

than Rubinstein's Stay Long.
At Flint & Kent, the carriage-trade store where special, separate

items are only rarely embraced, they are into their third re-order of the Bishop lipstick. The Dorothy Gray line was enjoying good activity here, facial tissues remained in top demand, and Flint's all-water soap promotion did its usual landslide volume. Twelve cakes that usually sell for \$1.95 were offered at \$1.59, resulting in the sale of several thousand boxes. Elizabeth Arden's Firma-Lift was doing an outstanding job, activated by an Arden demonstrator who sparked up sales in the whole Arden line. Firm-a-Lift's \$5.00 size proved the preference here.

At Wm. Hengerer Co., Firm-a-Lift was equally popular, but the \$2.50 size was outselling the \$5.00. Arden's new "Striking" has just been launched with striking success, and her Spring hair promotion featuring two representatives for counter consultation was outstanding—enhanced by 500 invitations sent out to Arden customers. Assorted miscellany that kept stocks well on

the move included: Revlon's eye makeup, Ann Haviland's Blue Hyacinth, Frances Denney's beautifying lotion at \$2.50, Hudnut's Rose Geranium and Red Flair, Lentheric's new Red Lilac sequence, and Dermetic's fluid line.

Outstanding news at J. N. Adam's this month was Tress-Roll, the comb that curls as it combs, makes pin curls, etc. A week-long demonstrator did a bang-up job on it, along with associated Tress-Roll hair conditioner and hair bath. Tintair continues tops in the hair coloring category. In the fragrance line, Matchabelli was leading with their gift special, combining cologne and free miniature of perfume at \$1.75 and \$2.75. Solid colognes remain good-Lelong, Dorsay and Dana the three favorites; Revlon's costume polishes were creating a Spring flurry; and unusual success being achieved with maniwas cure separates-imported implements selling at \$1.98 and \$2.98.

# Atlanta Cool to Pale but Business Sizzles in First Quarter

MAYNITA GERRY

Atlanta—New York's furor over the white (or pale) versus the natural look hasn't even rippled the smooth surface of Southern facades. Atlanta cosmetic departments admit, frankly, that they see little possibility that white makeup will ever invade the South. Fact is, they haven't been able so far to interest women in it even to the point of lively discussion.

Undaunted and, to put it bluntly, unconcerned over its slim possibility for acceptance, the cosmetic people point instead to a generally lighter trend in makeup and a much brighter one in lipsticks as reflections of the high colors prescribed for wearing apparel this season. Along the latter line, Revlon's A La Carte shades are doing better than all right—and this is true in all outlets from drug to department stores.

lets from drug to department stores. As profits for the first three months of 1951 have gone steadily upward along cosmetic counters—for reasons that are still obscure—the realization that Southern women, on the average, still follow fashion at a good distance from its starting point has been again impressed on the people who buy cosmetics for southern stores. To put it simply, extremes of fashion, whether in clothes, household decore or makeup, are by-passed in this area in favor of the more traditional, long-range items. Hence their

preference for more natural cosmetic equipment. Perhaps this will explain, if any explanation is needed, why fewer trend items are snatched up, hot from the market's shelves, for consumption in this section.

# Hair Dye Break Down

On the other hand it should be gratifying "to whom it may concern" that the dyed-hair stigma has been lifted in Atlanta—to the extent that women not only openly discuss their dye (or tint) preference with fellow customers while shopping, but have been heard in mixed gatherings to admit to something more than nature on their heads . . . all of which makes for a relaxed attitude on the part of sales people in suggesting the use of dyes and has further stimulated sales of hair products generally to their highest peak.

The same is true of eye make-up, although its acceptance was felt earlier than in hair dyes.

In attempting to account for the exceptionally good sales figures they have been chalking up for the past three months, cosmetic departments trace it in part to a general re-stocking of merchandise in view of possible shortages and cite instances that confirm this suspicion, as well as an attempt to avoid as much of the state sales tax as possible when it takes effect in April.

# Lukewarm Cincinnati Sales Boosted by Lipsticks

MARY LINN WHITE

Cincinnati—Stay-on lipsticks are the biggest single item here for the second straight month, with Helena Rubinstein's Stay-Long far out in front in the matter of reorders. Helena Rubinstein's heavy schedule of local advertising is credited partly for the unexpected windfall of sales, along with the long unsatisfied demand for a lipstick that won't come off at the merest touch. It's the lipstick, in fact, which is maintaining several cosmetic departments in the black.

Except for it, business is generally good in most places, but not booming. Only one store reported a big Valentine rush (Mabley and Carew), and that without too much promotion. Shillito reported a "tremendous February," and a full page color ad in one of the papers had contributed to this.

"Holidays just don't bring the business they used to," one buyer lamented. "People who used to buy perfumes and colognes and sets of cosmetics are now giving flowers and candy instead. There's no tax on them." This same buyer, however, neglected to mention that none of the buyers had planned any special promotions to make present-givers think of cosmetics as the only proper gift for a sentimental "holiday" like Feb. 14.

One buyer who was puzzled over a slight slump in her volume said she couldn't account for such booming business throughout January any more than she could for the later decline in business. She hadn't done any promotion either month.

Having done well with Rose Laird, Antoine (half-price blended powder plus a demonstrator), Shillito planned further "personal representative" promotions for Lola Lawrence from Marie Earle (which is changing the name Araline to Aralinn just for pronunciation's sake) and for Florence Drew of Barbara Gould with Moistone, their answer to Ayer's Formulayer. Dorothy Gray's hand cream with hormones will go on sale at half-price, and that's expected to do well, since Rubinstein's hormone twins broke records in January to indicate a breaking down of customer resistance to hormones.

Hint: Max Factor's purse dispenser of hand lotion has done consistently well without promotion. It could be easily adapted by others.

# Face Cream, Hair Color Products Meet Good Pittsburgh Demand

LENORE BRUNDIGE

Pittsburgh—It's not always the glamorous sounding things that attract women to cosmetic counters. Neither is it necessary to make fantastic promises in order to get their attention.

This we deducted after listening to conversations of customers in cosmetic departments and talking with salesgirls.

Take the "Yogurta" cream that was introduced here recently, for example. This is what one sales girl

"At first I was afraid to talk about goat's milk and beauty in the same breath—somehow it just didn't sound pretty. But women were fascinated by the idea, apparently. At least we certainly sold a lot of cream."

Perhaps the health seekers who eat yogurt made up many of the customers for this cosmetic item—or it could be that there has been considerable talk and publicity on the stuff to be eaten—anyway the new face cream had good reception here.

# **Hair Dye Moves**

A product, "Bon Coif," to restore gray hair to natural coloring, is something else that has captured attention in this town. Although the claims are not of the over-night, hurry-up, fantastic type—and the cost is certainly not low—the response has been unusually good. Men, as well as women, have shown interest, although the greater majority of customers were among the ladies.

The cost factor apparently has not been a stumbling block in sales. However, it is interesting to speculate what the results might be if the cost were less and the volume increased to three or four times what it was after being introduced here during March.

# Weight Reducer In Demand

Any gadget designed to reduce weight has a ready-made audience ready to lend an ear to its merits. A rubber rolling-pin kind of reducer, promoted here this month, rated good response.

Not so good was an electric pad to fit over forehead and around the nose and eyes. Although the climate here is such that many people have sinus and would therefore be potential customers, an item aimed to appeal from a beauty, medical and what-have-you standpoint makes people ask "Is it really that good?"

# Deodorant Shampoo Sales Test Tops, Dyes Move Well in New Orleans

LEE MCKENNON

New Orleans-Dial Shampoo manufacturers used New Orleans manufacturers used area as their first test marketing area area buyers' comlast month and retail buyers ments indicated that the shampoo has sold excellently. A very good local newspaper campaign was conducted which brought the customer in. What clinched the sale in most cases was the shampoo's welladvertised deodorant factor, AT-7. Women, it seems, are very sensitive about stale odors in their coiffures and are eager to try a shampoo that promises to eliminate objectionable scents. Another selling factor is the cylindrical container in bright green squeezable plastic which forces the shampoo through the hair directly onto the scalp. This container with its pink plastic top was very attractive, according to the buyers.

Coty's 'Round-the-Clock' promotion has caught on here and is doing very well. The pastel-tint and sub-tint packaged with the skin freshener were a favorite with the buyers, but the customers for some reason didn't respond until a few weeks after its introduction. The gadget effect of the combination is attracting attention and sales.

Tintaire has been enjoying a satisfactory sale here. One department store has an elaborate interior display of the dye and finds it is drawing nicely. The vegetable catalyst angle sells the customers. They like the feeling that they can't "overdo" the dye job and that the catalyst will turn off the absorption of color at a certain point. The extensive literature that accompanies the dye is very helpful to the salesgirl and customers read it carefully before buying the new dye.

The attractive plastic bottle now used by Shulton shampoo is especially pleasing to mothers with small children at home, since it eliminates breakage. These customers have confided to the buyers that they use the bottle for other purposes when it is emptied. This item has proved to be very desirable to tourists and vacationists, since it

travels well and lightly.

# Dallas Trains Personnel for Spring Sales

JEAN ROBERTS

Dallas—More and more Dallas department stores are using the interim between Valentine's Day and Easter as a training period to acquaint clerks with the style trends for spring. These cosmetics departments are finding that their personnel can be of greater service and actually create sales if they can suggest cosmetics that will tie in with new season colors and lines.

One department store has been holding short class sessions every morning before the store opens and actually is having clerks prepare papers at the end of the "school." Another has had a couple of tie-intalks from other department heads and have made extra efforts to be sure all manufacturers' advance material was read by clerks.

Beauty products which emphasize the care of skin, hair and nails have taken the lead in advertising until the Easter season was close enough to switch to the "romantic" prod-

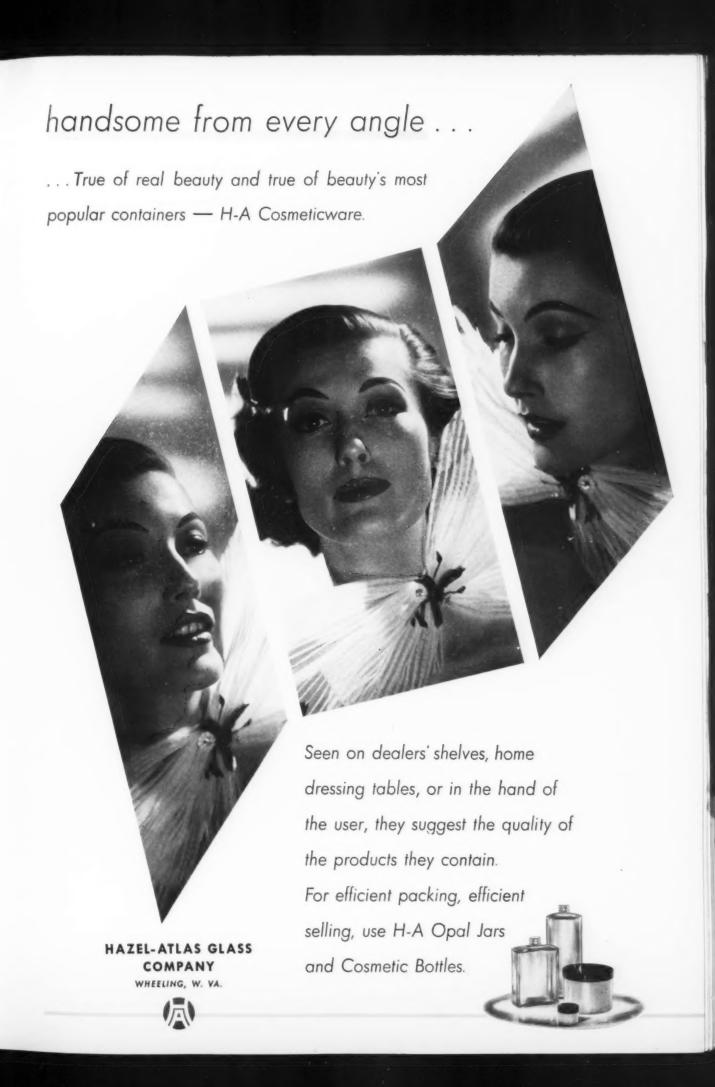
Some new products have been presented with good results. A new mint flavored lipstick which got editorial attention in the newspapers created some demand in departments.

Clerks report that the demand for home permanents continues to grow. Some stores have merchandised these sets with special comb and brush sets, shampoos, hair oils and lotions . . . with good results. Chain drugs in particular report a constant demand for the sets and have kept at least one brand almost constantly on counter display.

Television is becoming a new source of advertising cosmetics for department stores. Sanger Bros., A. Harris & Co. and Tiche-Goettinger all have shows daily. One particular promotion of Sanger Bros. was effective last month which tied in newspaper advertising, a television show and special floor display. The department sold almost immediately more than 1200 packages of Spoolie Hair Curlers and demands continue to come in.

A. Harris' store-wide anniversary sale carried specials in cosmetics which did very well. A promotion on Rubinstein's Staylong lipstick was particularly good. Mailers have just gone out on Shulton's "Old Spice" and Revlon's matched lipstick and nail polish package.

Neiman-Marcus' mailing piece on Scandia's Special Neck Cream brought good results . . . and led to purchases of other related products.



# TIMELY SOLUTIONS TO FROM THE GIVAUDAN

# special odors for aerosol bombs

With competition in aerosol dispensers steadily increasing—for insecticides, sprays, room deodorants, perfumes and other purposes—the right odor is becoming an increasingly important sales factor.

With many purchasers, odor is the dominating sales factor.

Givaudan has conducted a considerable amount of research in the development of special odors to meet the specific requirements of aerosol bombs for various purposes.

These odors are produced from the highly purified line of Givaudan aromatics.

A sample of your product, and information regarding its toxic or deodorant principle, will enable our laboratory to supply perfume oils that

- 1. will be completely soluble in aerosol solvents
- 2. will leave no sediment in the bombs
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- 4. will not decompose
- 5. will not affect the properties of other ingredients

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# essential oils that duplicate nature's best

(In everything but the cost!)

Givaudan's synthetic essential oils not only duplicate nature's best efforts, but surpass them in uniformity—at a cost far below the cost of natural oils. Why not profit by the independence and economy these Givaudan products offer you? We suggest:

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Recommended for use with the natural in a mixture in which vetivert itself would be required in proportions as low as 10%. Vertone blends extremely well with vetivert oil. The combination has remarkable lasting power and is excellent for use in soaps and in the perfuming of creams and powders.

# for geranium-GERANIUM SYNTHETIC 1086

Recommended as a total replacement, particularly for geranium Bourbon whose deep floral odor is excellently reproduced.

# -GERANIUM SYNTHETIC GIVCO

A very inexpensive geranium material whose note is closely similar to the Algerian oil.

# for patchouli-PATCHOL

Lends itself harmoniously to blending with oil of patchouli. The combination is very stable in soap and will not induce discoloration.

Write for samples and full information on these and other timely Givaudan synthetic essential oils.

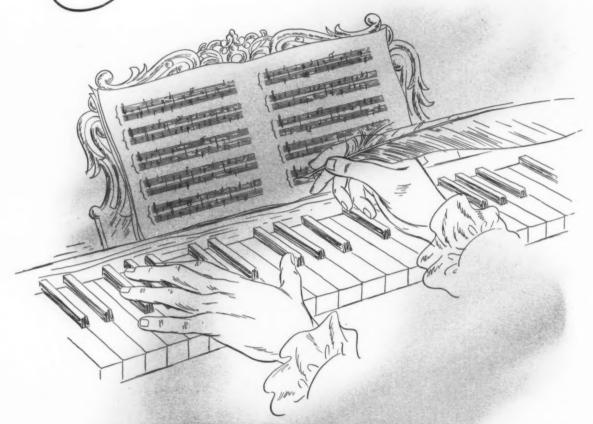
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# NEW

# NEW PACKAGING and PROMOTIONS



Cutex no-spill bottle

NORTHAM WARREN CORP. is introducing the Cutex Spillpruf bottle of nail polish. Claims made for the new bottle are that it measures out the right amount of polish to cover one nail and that, if upset, it will allow ample time to right bottle before polish runs out. Distributed through department and drug stores, it will retail for 15 cents plus tax.

WORLD OF BEAUTY hand lotion, a Max Factor product, is now on the market in a 9 ounce squeezable bottle size, retailing for \$1.30, as well as the 6 ounce sphere dispenser selling for \$1.10.

SECRET OF VENUS OF Jacques Weil has been awarded first prize for perfection and quality in fragrance performance by the Women's Career Society.



Matchabelli two ounce bottles

PRINCE MATCHABELLI will introduce two ounce bottles of Stradivari and Crown Jewel Colognes Parfumeés this spring, in addition to the four ounce bottles previously on the market. The new bottles, with crown screw caps, will be promoted along second bottle appeal lines. The two ounce size of Crown Jewel Cologne Parfumeé will retail for \$2.25, the Stradivari Cologne Parfumeé for \$2.00, both plus tax.

REX DEODORANT, a household deodorant produced by Rex Research Corp., is being marketed in a new 6 ounce aerosol as well as the 12 ounce can. It retails for 98 cents.



Rubinstein's deodorant

PERFUME SPRAY DEODORANT is being marketed by Helena Rubinstein. Claims for the new product are that it checks perspiration, deodorizes, perfumes, and dries in one minute. The squeezable pink plastic two ounce bottle retails for \$2.25 plus tax.

AIR SPUN face powder and Coty lipsticks will be promoted in a large-space newspaper campaign in 157 newspapers covering 143 cities. Full page advertisements will also appear in leading national magazines.

JEAN PATOU, INC. will introduce Cocktail Dry and Amour Amour Colognes this spring. The 3% ounce size will retail for \$4.50, the 7% ounce for \$7.50. Both sizes are ridged crystal bottles with a flower-like black plastic top.



Houbigant combination package

HOUBIGANT, INC. is offering a combination purse package containing eau de toilette and stick perfume in a choice of two fragrances. The combination is retailing for \$2.75.

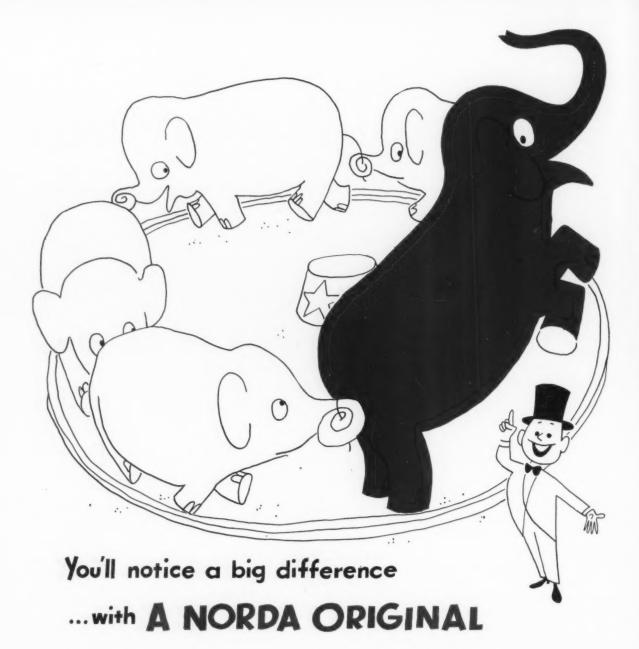
FLUID COLOR, a new Liquid makeup by Dermetics, comes in six shades which can be blended by the consumer. As an introductory promotion, each 1.5 ounce bottle of Fluid Color, retailing at \$1.50 plus tax, is accompanied by an one ounce bottle of S. A. Cleaner without additional charge.

POND'S Angel Face Powder is now being marketed in a new combination foundation and powder pocket package. The 5/8 ounce size retails for 59 cents.



Lentheric Icicle stick

ICICLE is being marketed by Lentheric in a new stick form. Packaged in a goldtone case and an acetate box, it retails for \$1.25 plus tax. The original Icicle bottle will remain on the market at \$2.00 plus tax.



Give your products a difference, to create demand. Give them distinction, to keep your sales growing.

Use A NORDA ORIGINAL to help you create new and improved lines of toilet goods and cosmetics nobody else can make or match.

The fragrance of A NORDA ORIGINAL is alive, alluring, most modern. It has been uniquely united with a spicy, old-fashioned bouquet. There is nothing else really like it.

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# New Products and Developments

# **Documentary Film on Credit**

A documentary film "Credit, Man's Confidence in Man" has been issued by Dun & Bradstreet, Inc. for use in trade associations, credit groups and service clubs. The film illustrates the function of credit in the growth of America and its place in our modern economy. By episode and analogy the film depicts the elements of the risk in all facets of consumer, commercial and bank credit. The film is 16 mm and runs 33 minutes and is available without charge to interested groups.

# **Heavy Aerosol Promotion**

The Bridgeport Brass Co. has launched a heavy advertising and merchandizing campaign on a nation-wide basis to promote the sale of aerosol containers.

# **Filling Foaming Materials**

For filling foaming materials into all sized containers from ½ in. mouth opening to 2 gallon containers, MRM Co. offers fillers with 5 to 12 spouts. The liquid flows from an overhead tank the height of which determines the pressure, into the header of the gravity filler which is tapped to each spout. Each spout has an adjustable split collar supporting a sealing washer. Accurate height filling is obtained by adjusting the collars individually.

#### For Controlling Odors

Odors arising from butyric acid, amyl mercaptans, indole and many other sources are destroyed by G-271, a 35% aqueous solution of n-soya n-ethyl morpholinium ethosulfate, a light amber liquid with a pH of 5 to 6 according to R. G. Moench & Co. distributors for the manufacturers, the Atlas Powder Co. Wilmington, Del.

# **Cushioning Apparatus**

Rubber matting for shelves, sinks, drawers and trays to prevent laboratory glassware and porcelain from chipping or breaking is offered by the Scientific Glass Apparatus Co. Inc. On account of its neoprene content the matting is abrasion resistant, absorbs vibration and is resistant to oils, acids, sunlight and heat. Thorough dry-

ing of utensils when inverted after washing is possible by reason of the open mesh construction of the Neotex matting.

# Pocket Size pH Meter

A revolutionary pocket size pH meter and companion probe unit offered by Analytical Measurements



For on-the-spot pH Control

Inc. permit instant on the spot pH determinations anywhere the manufacturers state. It is completely self contained with batteries in a plastic case 3 x 57/8 in. x 21/2 in. It is furnished with a case with novel plastic tubes of buffer and KCI solutions. The total weight is three pounds. A shoulder strap is provided for the case. Supports and beakers are eliminated by combining the calomel and glass electrodes with the sample holder in a single polyethylene probe unit. A sample volume of only 0.5 ml. is required. The meter is scaled from 2 to 12 pH for easy reading but a simple adjustment, it is stated, gives readings from 0 to 14. Accuracy of 0.1 pH is obtainable, it is added. The one knob control and continuous reading features simplify operation for untrained personnel, it is pointed out.

# Trade Literature

The complete line of products of P. Robertet Inc., 125 E. 23rd St., New York, 10, N.Y. is covered in an attractive catalog which is available on request. The products include floral oils extracted by volatile solvents, fixatives, resinoids, essential oils and terpeneless, superterpeneless oils, etc.

Gums and resins are listed in a specification page put out by Delou, Inc.

Information on conical blenders in dry blending operations with all types of free flowing materials is given in a 12-page pamphlet issued by the Patterson Foundry & Machine Co.

The Chain Store Guide for 1951 containing addresses of buying headquarters and branch buying offices with names of executives and merchandise buyers has been issued by Chain Store Age. Copies are sold for \$12.50.

Background to the British Industries Fair to be held in London and Birmingham, England, April 30—May 11, is the title of a 36-page booklet of use to buyers who can visit the fair and to those who exhibit. This and other literature about the fair may be had by writing to it at Lacon House, W.C. 1, London, England.

Analysis on business controls for 1951 by the Research Institute of America together with information on the service rendered by it will be sent to anyone writing for it.

Recommendations for the improvement of packaging and packaging materials to meet the National Safe Transit Committee's shipping requirements are offered on a consulting basis by the United States Testing Co. It maintains a certified laboratory for the purpose.

Useful data on collapsible tubes such as standard sizes and tolerances, tube openings available, capacities and standards as well as information on tubes made from tin, aluminum, lead and tin-coated lead, are given in an 8-page pamphlet issued by A. H. Wirtz Inc., Fourth and Monroe Sts., Chester, Pa. Almost any question concerning the use of well made tubes for packaging various products that might be asked by a manufacturer is answered in this informative pamphlet. In addition, information is given on the Wirz design service, embossed tubes, specialty decoration, Wirz laboratory service available for packaging tests, Westite closures for hermetic seal, Wirz Appli-tubes, tube caps, Wirz internal coatings to combat corrosion and seepage, and Wirz plastic caps and specialties. A copy may be had on request.



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Duraglas bottles are protectors of quality

OWENS-ILLINOIS GLASS COMPANY . TOLEDO 1, OHIO . BRANCHES IN PRINCIPAL CITIES

# Technical Abstracts

Determination of menthol in peppermint oil, Bengt Danielsson, vensk Farm. Tid. 54, 181-9, 1950. The method given in Pharmacopeia Suecica XI for the detn. of free menthol in peppermint oil pre-scribes 3 g. of oil to be acetylated with 5 ml. AcoO in puridine (1:2). It is shown here that the ratio of moles menthol: moles Ac,O must not exceed 0.6, or low values will be obtained. If the pyridine contains any H<sub>2</sub>O, a comparatively large amt. of the Ac.O is decompd. resulting in an increased ratio. A more sensitive test for H<sub>2</sub>O in pyridine than the official Swedish test is to layer 1 ml. pyridine with 4 ml. light petr. ether. A white zone at the interphase indicates 0.4-0. 6% H.O in pyridine if the temp. is held between 15-25°. The accuracy of the menthol detn. cannot be increased by using a larger vol. of a weaker reagent. In such cases the acetylation is incomplete, giving low values. (Thru C.A. 44, 5529, 1950).

Treating aleoholic liquors, David L. Hulsman (to Fred S. Meyer, trustee of the Fred S. Meyer Puerto Rican trust). U.S. 2,500,183, Mar. 14, 1950. A preliminary aging process for raw alc. liquors is described. Undesirable aldehydes and ketones are removed by oxidation with Ca(MnO<sub>4</sub>)<sub>2</sub>, and concd. H<sub>2</sub>SO<sub>4</sub> is added in equimolar amts. After filter sepn. of CaSO<sub>4</sub> and MnO<sub>2</sub>, the excess MnSO<sub>4</sub> is pptd. as MnO<sub>2</sub> by addn. of 30% H<sub>2</sub>O<sub>2</sub>. (Thru C.A. 44, 4630, 1950).

Spices and Aromas, (Thru Perf. & Essent. Oil Rec. 41, 211, 1950) According to Dr. A. Menger, of the Cereal Research Station, Detmold, Germany, in a brief discussion of the nature and purpose of aromatics and spices, he points out that their chief purpose is that of improving flavour and aroma, rather than to stimulate taste, appetite, and aid digestive processes. They may be in the form of essential oils, resins, alkaloids, glycosides, etc., of plant origin, or, as is frequently the case today, they may be synthesized; or the natural product may be extracted, concentrated, or otherwise processed. Two or more natural or synthetic products may be blended, and the final result may be thin liquid, viscous, paste or powder.

Various attempts have been made to clarify and simplify the present confused nomenclature, and definitions proposed by various bodies in Germany for essences or flavours generally are given, including that of the Technical Group of the Flavours Industry. There are three main groups: (a) natural essences, (b) artificially improved essences, (c) synthetic essences . . . Methods of use, quantitative relations, and blends are briefly described. In many cases the natural fiavour of the principal raw material used should not be disguised but rather emphasized and strengthened. A method of grading aromas or flavour strengths is suggested according to the amount of water required in aqueous solutions. For example, I per cent, aq. solutions would be grade 1, whilst those with five times as much water (0.2 per cent sol.) would be grade 5. An aromatising or flavour factor, X, could be used, and evaluated by experiment for various kinds of food. Notes are included on compounding and blending flavours, use of fixatives, effect of fat additions on flavour and fixing, and importance of pH (Getr. Mehl u. Brot. 4, 69-71, 1950)

Antioxidant, Lloyd A. Hall (to Griffith Labs., Inc.) U.S. 2,500,543, Mar. 14, 1950. Propyl gallate, ascorbyl palmitate, and other unnamed esters of ascorbic and gallic acids are claimed as antioxidants in fatty food products, such as butter, salad dressings, mayonnaise, cheese spreads, whole-milk powder, egg powder, and margarine. The esters are used as approx. 4% solns. in propylene glycol in concns, such that the fat to be protected contains from 0.0005 to 0.005% of the ester. (Thru C.A. 44, 5036, 1950).

Determination of Diglycols in Mixtures of Ethylene and Propylene Glycols, C. V. Francis, (Anal. Chem. 21, 1238–9, 1949). A procedure is outlined for the determination of small amounts of dithylene and dipropylene glycols in the presence of monoglycols. The latter are oxidized to the corresponding aldehydes by periodic acid, and are distilled off. The excess periodate is reduced to iodate by alkalizing the residue and then adding hydrogen peroxide. The resulting solution is

again acidified and the diglycols oxidized by means of potassium dichromate, the oxidation products being carbon dioxide and water. A polarographic method is employed for the determination of the excess dichromate, from which the diglycol content of the sample is calculated. (Thru Iodine 1, 27, 1950).

Aqueous Solutions of Alkyl Aryl Sulfonates, James E. Cornell and John E. Hanson (Calif. Research Corp.) U.S. 2,500,024. Preparation of concentrated aqueous solutions of alkyl aryl sulfonate containing sodium sulfate and organic builders, such as a water-soluble polyether alkylene, which act as a solubilizer for the sulfonate. (Thru Am. Oil Chem. Soc. 27, 200, 1950)

Ripening of Alcoholic Beverages, Especially of Brandies. Hubert Aich. Hung, 135,672 Sept. 24, 1949. The liquids are led through a space contg. O, or gases are introduced into them. Chips are placed in an oak barrel filled with O. 40 per cent brandy (cognac) is led through the barrel within 20 hrs. The product shows a nice dark color and has an aged taste. (Thru C.A. 44, 6082, 1950)

Modified Soybean Protein, Louis Sair and Richard Rathman (to Central Soya Co., Inc.) U.S. 2,502,029, Mar. 28, 1950. Glycinin suitable for use as whipping agent in candies and other food products is obtained from soybean protein by aq. extn. at 80–85°F. and pH 8–10.5 followed by pptn. at pH 4.2 and enzymic modification with pepsin at pH 2–3. (Thru C.A. 44, 6052 1950)

Stabilizing Fats, Fatty Acids and Fatty Acid Esters, S. T. Zavody and N. Podnik. British 633,084. (Thru J. Amer. Oil Chem. Soc. 27, 325, 1950). A process for retarding the oxidative deterioration of these substances by addition of less than 1 per cent of sinapic acid methyl ester, forulic acid methyl ester, hydroferulic acid, o-coumaric acid methyl ester, sinapic acid, and similar compounds is described.

Investigation on Promotion of Hair Growth by Active Substances in the Onion, (Allium Cepa), Josef Klosa, Seifen-Öle-Fette-Wascse, 75, 141–21, 1949. Exts. from onions with 55% alc. prepd. in the cold contained pyrocatechol and were found to increase hair growth 20–30% on application to shaved parts of the scalp. (Thru C. A. 44, 1202, 1950)

# CLASSIC DESIGNS

You get all the charm, grace and design of a sculptured classic when you pack to attract in crystal clear Maryland Glass. A wide variety of smart designs in a complete range of sizes are constantly in stock, ready for immediate shipment. Or, we'll create a distinctive design for your exclusive use. Just drop us a line giving the nature of your product and the sizes in which you pack it. We'll send samples and prices. Naturally, there is no obligation.

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Separating Mixed Fatty Acids. Emery Industries, Inc. British 632,583 (Thru J. Amer. Oil Chem. Soc. 27, 325, 1950) Stearic acid, palmitic acid, and oleic acid are separated from animal fatty acid stocks by fractional precipitation of the two saturated acids from cold 90 per cent aqueous methanol.

Comparison of Melting Point Methods for Wax, A. W. Marshall, Anal. Chem. 22, 842, 1950. Melting points of 11 different waxes, comprised of crystalline paraffin, plastic microcrystalline, oxidized petro-leum, and hard, high melting microcrystalline waxes, were determined by each of the nine different methods which are most generally encountered in the trade. Three critical points near the transition point from solid to liquid wax are postulated. Each of these points is evaluated by one of the methods. High melting, hard microcrystalline waxes are subject to viscosity hysteresis at the melting point. (Thru J. Amer. Oil Chem. Soc. 27, 327, 1950)

Extraction of Unsaponifiables from Wool Grease, Archie B. Porter, U.S. 2,499,877, Mar. 7, 1950. Wool grease (solvent-extd. or acid-cracked grade) is sapond. with a 4-200 per cent excess of alc. alkali (carbonates or hydroxides of K or Na), the sapond. mass is partially neutralized with mineral acid to a pH of 8.5–11.0, and the mixt. is extd. with a halogenated hydrocarbon solvent, preferably CH<sub>2</sub>CICH<sub>2</sub>Cl. Sterols and other unsaponifiables are recovered quantitaively. The examples cover combinations of alkali, neutralizing acid, and solvent. (Thru C. A. 44, 6176, 1950).

Separation of Sterols, N. V. Veenendaalsche Sajet- en Vijfschachfabrick voorheen Wed. D. S. van Schuppen en Zoon. Dutch 65,260. (Thru J. Amer. Oil Chem. Soc. 27, 325, 1950) Sterol containing material is treated with 2–8 moles ZnCl<sub>2</sub> per mole of sterol and the non-sterol compounds extracted with isooctane. The insoluble addition product is decomposed with water to give sterols in high yield (90 per cent) and of high purity (95 per cent).

Sesame Oil. III. Antioxidant Properties of Sesamol, Pierre Budowski, Southern Regional Research Laboratory, New Orleans, La. The unsaponifiable fraction of sesame oil contains certain compounds which are not found in other natural fats and which confer on this oil certain unusual properties, caused by sesamol, a component of sesamolin, one of the unsaponifiable substances present in the oil. . . .

Sesamol possesses marked antioxidant activity in lard and also exhibits a pronounced protection for vegetable oils, especially for sesame oil

Sesamol is a very low molecular weight compound which is sufficiently volatile to be removed by deodorization, consequently it should be added to the fat after deodorization. (Thru J. Am. Oil Chem. Soc. 27, 264, 1950)

Walnut Extracts: Identification, Assay, A. Boucherle (Ann. pharm. franc. 1949 7 665–669). The (pyrocatechol-type tannin of walnut has been isolated and its reduction factors in titration against K<sub>2</sub>Cr<sub>2</sub>O<sub>7</sub> and KMnO<sub>4</sub> are determined. Tannin contents of various extracts are recorded (as determined by titration with K<sub>2</sub>Cr<sub>2</sub>O<sub>7</sub>). Juglone cannot be isolated from, nor readily detected in, walnut extracts. (Thru British Abs. Part 6, 240, 1950).

Agents for Durable Hair-Wave Production by a Cold Method, Imre Halmos and Janos Kollonitsch. Hung 139,973, Sept. 24, 1949. The hair is first treated with reducing agents as salts of marcaptocarbonic acids, then with a soln. of alpha ketocarbonic acid or its salts, as pyroacemic acid or benzoylformic acid. E.g. human hair is pretreated with NH4 thioglycolate and formed into waves, rinsed for 10 min. with a soln. of 1.5 per cent pyroacemic acid or of 2 per cent benzoylformic acid contg. some humidifying agent, as salts of fatty alc. sulfonates: then the wave-forming instruments are removed, the hair washed with lukewarm water and dried. (Thru C.A. 44, 6088, 1950)

Shampooing Soap, Pat. 1,775,-469. Ardashes Malkasian, Eugene, Oreg. Filed Nov. 19, 1928. Serial No. 320,538. 1 claim. (Cl. 87-16). The process of preparing a shampoo soap which consists in beating together egg-yolks and whites and olive oil, then adding to the mixture a solution of lye and water, subsequently heating the resultant product to dissolve the constituents, then pouring the saporified mixture into cold water and allowing it to stand until the soap floats and the excess lye separates, finally heating the soap which has been removed from the water, and adding kerosene thereto.

Preparation of Esters, N. R. Campbell and E. P. Taylor (Allen & Hanburys Ltd., Ware, Eng.) Pharm. Pharmacol 2, 229–30 (1950). Clinton and Lawkowski's method is used to prep. the esters. The general method uses 1 mol. of aliphatic carboxylic acid, 3 mols. alc., 300 ml. C<sub>2</sub>H<sub>4</sub>Cl<sub>2</sub>, and 3 ml. H<sub>2</sub>SO<sub>4</sub>, refluxed for 15 hrs. With aromatic acids, 15 ml. H<sub>2</sub>SO<sub>4</sub>/CO<sub>3</sub>H acid is used. (Thru C. A. 44, 5813, 1950).

Germicidal and Detergent Substances, Pat. 1,901,434. Arthur R. Cade and Halvor O. Halvorson, Minneapolis, Minn. Filed Oct. 15, 1928. Serial No. 312,742. 7 claims. (Cl. 167–14). 1. A composition of matter comprising an alkali soap of an unsaturated soap forming acid and an alkaline reacting substance in such proportions that an aqueous solution thereof shall have a pH value between 10 and about 12.6 when the concentration of soap in such solution is 0.1 per cent.

Process of Making Soap, Pat. 1,833,900. Lester F. Hoyt, East Aurora, N. Y., assignor to Larkin Co., Inc., Buffalo, N. Y. Filed Feb. 7, 1930. Serial No. 426,773. 9 claims. (Cl. 87–16). 1. A process of making soap, which consists of mixing with the ingredients used in the manufacture of soap, a soap made by the reaction of a hydroxyalkylamine upon a fatty acid to accelerate the saponification of the mixture.

Caffeine Material from Green Tea Leaves, Yosozaemon Shiratori, Japan, 156, 811, May 31, 1943. From 100 g. of young leaves and twigs of wild green tea trees and of unmarketable leaves of cultivated trees, after drying in direct sunlight or in a shade, milling to an amorphous mass, extg. with H.O, drying in air, heating 1 hr. at 100° and powdering, was obtained 27.5–38g. or powder contg. 1.4–2.1% of caffeine. (Thru Chem. Abs. 44, 245, 1950)

Spot Formation in Toilet Soaps, H. Heller, Seifen-Ole-Fette-Wachse, 75, 504, 1949. Light-colored spots can be caused by carbonates, darkbrown spots by iron. (Thru J. Am. Oil Chem. Soc. 27, 199, 1950)

Soap, Pat. 1,833,899. Lester F. Hoyt, East Aurora, N. Y., assignor to Larkin Co., Inc., Buffalo, N. Y. Filed Feb. 7, 1930. Serial No. 426,772. 11 claims. (Cl. 87–16). 1. A soap made of fats or oils and a caustic alkali, and having incorporated therein fatty acid-amine soap.

# AROMATICS

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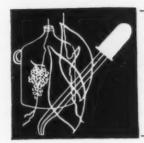
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# Flavors



# A Study of the Garlic Flavor

The work of investigators primarily interested in the antibacterial agent of garlic has revealed much concerning its flavoring principles. . . . Work of Cavallito.

MORRIS B. JACOBS, Ph.D.\*

THE COMPOSITION of essential oil of garlic, the flavoring principle of garlic, the product derived from Allium sativum Linné, is of great interest to chemists in general and to flavor chemists and chemists working with antibacterial agents and antiseptics, in particular. For many years the principal components of garlic oil were considered to be allyl disulfide and allyl propyl disulfide. In so far as distilled oil of garlic is concerned, this is probably correct.

The precursors of this essential oil were unknown but the relatively recent work of Cavallito and his coworkers (1, 2, 3) and the more recent work of Stoll and Seebeck (4, 5, 6) have shed a great deal of light on this subject and indeed may have completely solved it.

# Distillation Product

Over one hundred years ago Wertheim (7) isolated an oil from garlic and many years later but still over 50 years ago Semmler (8) distilled garlic with the aid of steam and obtained an oil in about 0.1 to 0.2% yield which he concluded was essential oil of garlic. He subjected this oil to fractional distillation and identified the various components. These were principally diallyl disulfide, (allyl disulfide, [CH<sub>2</sub>:CHCH<sub>2</sub>]<sub>2</sub>S<sub>2</sub>), smaller quantities of diallyl trisulfide, (allyl trisulfide, trisul

sulfide,  $[CH_2:CHCH_2]_2S_3$ , diallyl polysulfide (allyl polysulfide,  $[CH_2CHCH_2]_2S_x$ ), and a small amount of diethyl disulfide (ethyl disulfide  $[C_2H_5]_2S_2$ ).

There was relatively little work done on essential oil of garlic over the years until relatively recently. The work of Rundqvist (9), which will be mentioned in another connection, of Fernerolli (10), and of Laland and Havrehold (11) can, however, be cited.

Fenerolli obtained an oil by distillation from garlic which was yellow in color and had a specific gravity of 1.0525. He found that this oil did not distill without decomposition at atmospheric pressures and he obtained from 2 to 10 grams from 16 kilogram portions of garlic. His product was slightly soluble in water, and was soluble in alcohol and ether. He found that 60 per cent of this oil was allyl disulfide, about 6 per cent was allyl propyl disulfide (C<sub>6</sub>H<sub>12</sub>S<sub>2</sub>) and that smaller quantities of allyl trisulfide and allyl tetrasulfide were also present. He isolated a sesquiterpene from this oil too.

Laland and Havrehold were principally interested in the pharmacological properties of the products they isolated from garlic.

# **Enzyme Elaboration**

It was fairly clear, even from the very early work on essential oil of garlic that it was unlikely that this oil was present *per se* in the vegetable, for in an undamaged condition garlic has relatively little odor. As soon as it is crushed, cut, macerated or cooked, a very strong odor rapidly develops.

This led to the belief that the odorous compound was released by enzymic action in analogy to the release of volatile oil of mustard, which you will remember, is obtained by maceration with water and subsequent distillation of the dried ripe seed (freed from fixed oil of mustard) of Brassica nigra (L.) Koch or of Brassica juncea (L.) Cosson. Other varieties of Cruciferae may also be used for the preparation of volatile oil of mustard. Subsequent work has proved that a precursor of garlic oil is released by enzymic action from garlic cloves but the oil development is relatively a complex series of reactions.

#### Allicin

As mentioned little work was done on essential oil of garlic in the years after the work of Semmler. Rundqvist came to the conclusion that the parent substance of the oil was a glycoside and he gave this hypothetical material the name of alliin. The work of Cavallito (1, 2, 3) and later that of Stoll and Seebeck (4, 5) however, proved that the precursor of essential oil of garlic was not a glycoside.

Cavallito and his coworkers, who investigated garlic with a view of

Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

isolating its antibacterial component found that neither the essential oil nor the antibacterial agent which they isolated is present in the undamaged garlic clove.

The antibacterial agent, which they named allicin, was isolated as a colorless liquid which had a not unpleasant odor of garlic. This odor appeared to Cavallito and his coworkers as much more characteristic of the true odor of garlic than the odor of the allyl disulfides and polysulfides isolated by steam distillation from garlic.

# Allicin's Characteristics

The compound allicin contains approximately 40 per cent sulfur and no nitrogen or halogens. The oil cannot be dry distilled without decomposition. It is soluble in water, about 2.5 per cent at 10°C. It is miscible with ethyl alcohol, with benzene, and with ether but is relatively insoluble in the Skellysolves. It has a specific gravity at 20°C. of 1.112; its refractive index (at 20°C., sodium line) is 1.561; and it is optically inactive in contrast with alliin. The pure product is irritating to the skin.

### **Structural Experiments**

Cavallito and coworkers postulated two possible structural configurations for allicin but the subsequent work of Stoll and Seebeck showed that the structure was that indicated below.

Cavallito and his coworkers found that onions do not contain either the antibacterial substance nor its precursor but the red variety of onion does have an enzyme which appears to be able to liberate the

antibacterial substance from garlic.

# Alliin

The parent substance of garlic oil was isolated by Stoll and Seebeck by extraction with methyl alcohol at low temperatures. This substance, for which these authors retained the name alliin suggested many years ago by Rundqvist, crystallizes in long colorless needles, which melt in the range 163°-165°C. and which have a specific rotation at 20°C. of + 62.8. They found that alliin was a new amino acid which has the structure noted below.

By the action of an enzyme in garlic, alliin is converted into allicin. Two molecules of alliin yield one molecule of allicin, which through the loss of oxygen yields allyl disulfide:

In addition, as can be seen from the reaction formulas, pyruvic acid and ammonia are also elaborated. Stoll and Seebeck postulate that allylsulfenic acid and alpha-aminoacrylic acid are formed as intermediates in the enzymic splitting of alliin. Since water is present, the alpha-aminoacrylic acid is decomposed to form pyruvic acid and ammonia which are common products in many other enzyme systems.

Stoll and Seebeck noted as did Cavallito that the typical odor of garlic appears as the enzymes convert alliin to allicin. An aqueous solution of allicin is clear because the allicin is soluble in water. When, however, the allicin is steam distilled an oil is obtained which we know as essential oil of garlic but it is clear that the allyl sulfides and polysulfides that are the principal components of essential oil of garlic do not arise directly, but are obtained by a series of reactions as indicated in the diagram.

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# Spice Trades Assn. Schedules **Annual Meeting for May 14-16**

The annual meeting of the American Spice Trades Assn. will take place at Grove Park Inn, Asheville, N.C. May 14 through 16.

# Mushroom Flavor Without the **Expense of Ordinary Growing**

Mushroom flavor without the expense of ordinary mushroom growing is foreseen in new "submerged culture" processes reports Arthur D. Littlecluc. Mushroom spores are seeded into large tanks of nutrient medium and grown as in the fermentation process for penicillin, yielding a product which differs only in form from fully developed mushrooms. This "mycelium" is comparable in food value and flavor with fresh mushrooms, but is cheaper to produce. It is expected that the processes will lead to entirely new mushroom specialties, such as gravies, conserve, catsup, and dried mushroom powder, as well as to improved mushroom soup.

Conventional cultivation mushrooms is difficult. Until World War I they were usually imported from Europe, but about 1918 domestic production was stimulated by development of commercial methods of making pure cultures of mushroom spawn. Mushrooms are usually grown in special sheds with carefully controlled temperature and humidity, although caves or abandoned mines are often used in Pennsylvania, the leading mushroom-growing area in the United States. The growing beds are filled with a rich compost, which is allowed to generate heat for about a week and then is cooled to 75°F. before the beds are seeded with pure cultures of spawn. When the spawn has had about three weeks to spread throughout the beds, they are covered with sterilized loam, and in approximately three weeks more the mushrooms are ready for harvest. Between each seeding the beds are thoroughly cleaned and the sheds disinfected and fumigated.

Use of a pure culture to inoculate the "seeding" tanks is also important to the deep-culture methods. The tanks yield a harvest in about five days, and thereafter mycelium is withdrawn and fresh nutrient added every few days. With all the factors controlled, as in any other industrial fermentation process, the cost is only about six cents a pound, compared to 30 cents for shed growing. The materials in the nutrient solution are usually agricultural wastes costing only two cents for a gallon of nutrient solution which yields a pound of "my-celium cake" having about ten per cent solids. Many types of organic wastes can be used as nutrients. Asparagus-butt juice, pear-waste juice, rice-bran extract, or syn-thetic media have all proved successful.

There are two methods for producing mycelium by submerged culture-one developed by Dr. Joseph Szuecs at the Boyce Thompson Institute in Yonkers, N.Y., and the other by Dr. Harry Humfeld in the U. S. Department of Agriculture laboratory at Albany, Calif. The Humfeld product is a creamy material which may be frozen, canned as a slurry, or centrifuged and canned as a cake. By timing the harvest, the taste can be controlled to resemble delicate mushroom flavor or to be bland. The product may be useful as a source of B vitamins or as a substitute for yeast in converting carbohydrates to protein. One company is now producing mycelium in a government-owned plant on a semi-commercial basis to explore the costs of large-scale industrial operation.

Because natural mushroom flavor is delicate, requiring large amounts to be apparent, it has heretofore been impossible to market mushroom products such as sauces and flavoring extract at a

reasonable price. These new products will now be economically possible. By fortifying commercial soups with mycelium, the flavor can be augmented without unduly increasing the cost. The Szuecs product consists of small spheres of the mycelium similar in form and consistency to caviar. It may also be obtained as a smooth puree, but the bits of mushroom material are expected to be an advantage to soup manufacturers. About twothirds of the mushrooms grown in the United States are either used in soup or canned; the soup offers a market for considerable tonnage of the mycellum.

# Amino Products Div. Adds New Department for Flavor Intensifier

The Amino Products Div., International Minerals & Chemical Corp., Chicago, Ill., has added a department to increase the distribution and sales of Ac'cent, the food flavor intensifier, to hotels and restaurants. Russell Kramer is head of the new department.

# Black Markets Already Flourishing in the U. S.

Black markets, grey markets, illegal markets of all kinds, are flourishing in this country. Thus in Washington you can get an automobile only if you will agree to buy from \$500 to \$1000 worth of accessories. The representative of all the sugar producers in the United States tells us the Department of Agriculture already has fixed the price of sugar and will hold the price steady until further notice. He asserts there are, in the basements of homes in all parts of the country, between a million and two million tons of sugar. The trouble we had not long ago in keeping the sugar moving in the pipelines was attributed chiefly to

the difficulty of securing box cars for transport. Box cars will continue to be a problem under present circumstances.

# Dr. Frank Addresses European Chemist and Pharmacist Meeting

Dr. H. P. Frank of the High Polymer Institute, Polytechnic Institute of Brooklyn, addressed the American Society of European Chemists and Pharmacists at their recent meeting. Dr. Frank's topic was "Recent Investigations on High Polymers."

# Flavored Notes

In a number of European countries kraut is flavored, at times, by the addition of spices, dill pickles, and fruits such as apples and pear. In the United States, kraut in contradistinction to cucumber pickles is not spiced.

The Navy has adopted six flavors for improvement of drinking water.

Investigators of the Permanente Foundation of California have conducted experiments which appear to indicate that alcohol does not improve the appetite. Individuals given 150 ml. of dilute ethyl alcohol solution had diminished odor and taste response to coffee and sugar. They also had less interest in food. They attributed this effect as resulting "either by depressing the ability to recall and associate certain experiences of the past, or by interfering with perception of certain sensory stimuli necessary for creating or maintaining the composite sensation of appetite."

The Gentry Serenader January 1951 issue features an article on chilifranks with "built-in" flavor.— M.B.J.

# Useful Books on Flavor

Flavor by Ernest C. Crocker.

Synthetic Food Adjuncts by Morris B. Jacobs, Ph.D.
Synthetic food colors, flavors, essences, sweetening agents, stabilizers and similar food adjuncts . . \$5.50

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# Shulton has New Fine Chemicals Division—Offers Flavor Materials

Shulton Inc., Clifton, N.J. has inaugurated a new fine chemicals division at its big cosmetic manufacturing plant here. The new di-



Raymond G. McCue

vision was formed for the manufacture and distribution of Vanitrope, a new raw material for the flavor industry, along with other flavor and aroma fine chemicals. Raymond G. McCue has joined the company to handle sales of the new division.

# National Confectioners Assn. To Meet in Chicago June 3-7

The National Confectioners Assn. will hold its convention June 3-7 in the Stevens Hotel, Chicago, Ill.

# Flavoring Products Under J. Gilmour for Price Regulation

Flavoring products will be under the direction of J. Gilmour in the reorganized Economic Price Stabilization Agency. He is a former O. P. A. official who was assigned to the flavoring products industry during the war.

Only industries with hardship cases resulting from the general ceiling price regulation issued January 26 have been extended the courtesy of conferences in order to alleviate hardships.

# Tax Increase on Distilled Spirits from \$9 to \$12 Planned

The recommendation of the Secretary of the Treasury to increase the tax on distilled spirits from \$9 to \$12 per proof gallon has led manufacturers in the Flavoring Extract Manufacturers Assn., the National Fruit and Syrup Manufacturers Assn. and the National Manufacturers of Soda Water Flavors to

file a statement with the House Ways and Means Committee. John S. Hall, counsel, has been active in bringing to the attention of the committee facts of a vital nature which ordinarily might not be considered.

# West Virginia Enacts Soft Drink Tax

A soft drink tax of one cent a bottle and a like tax on fountain drinks has been enacted by the legislature of West Virginia. The new law is effective July 1.

# Sales Executives Schedule 16th Annual Convention

The 16th Annual Convention of National Sales Executives will be held May 31, June 1 and 2 at the Waldorf-Astoria, New York, N.Y. Warren R. Austin, Chief United States Delegate to the United Nations, will speak at the Saturday evening banquet on "A Sales Executive Approach to Permanent Peace."

# NYU and Trade Mark Assn. Hold Property Protection Conference

The New York University Graduate School of Business Administration and the United States Trade Mark Assn. jointly sponsored a conference on "The Protection of Industrial Property in a Military Economy" April 5 at the Waldorf-Astoria, New York, N.Y.

# Scarcities Force Improvements, Better Products, Says Matheson

Scarcities may result in improvement of products, says W. A. Matheson, director of dealer relations for American Bildrok Co., Chicago.

Manufacturers forced to find substitutes for scarce materials may find these substitutes to be actually superior to anything used previously, Mr. Matheson believes.

The upset conditions brought about by panic, depression, or war, force management to find ways and means of overcoming obstacles, he

says.

"While all-out production for war may reduce the supply of goods available for consumption," he admits, "a drive for innovations and improvements will retard the decline in the standard of living and will set the stage for real progress when a war economy is no longer necessary."

# Washington Developments to be Featured at F. E. M. A. Meeting

Washington developments touching the flavors industry will be explored at the 42nd annual convention of the Flavoring Extract



John N. Curlett

Manufacturers Assn. in the Statler Hotel, New York, May 20-23.

According to President John N. Curlett all phases of the emergency program will be covered by speakers to be announced later.

The annual golf tournament will be held May 21 at the Baltus-



John H. Beach

rol Club. Frederick J. Lueders is chairman of the committee arranging it. John H. Beach, chairman of the convention committee with Louis J. Woolf and Robert Krone are arranging an interesting entertainment program. Non members as well as members are invited to attend the convention.

# U. S. Supreme Court Approves Sub Standard Imitation Jam

The U. S. Supreme Court in a decision handed down March 26 held that if jars of jam do not meet the requirements of definitions and standards of identity established for jams they can not be seized by the Food & Drug Administration when labeled as "imitation jam."



# Soaps



# How to Use Silicates in Soap

The sodium silicates offer many advantages as soap

builders . . . Crystal versus liquid silicates . . .

Choosing the right compound for a particular soap

PAUL I. SMITH

SODIUM silicate and water glass has been used in soap manufacture for a very long period. Indeed, they were first employed by American soap manufacturers just after the Civil War. Although originally used as a substitute for resin, sodium silicate in one form or another is widely employed as a builder in soap manufacture and there is no doubt that it is of considerable assistance in improving the cleansing power of modern

soaps.

The name sodium silicate refers to a range of chemicals which possess distinct and characteristic properties. There are, for instance, the viscous silicates and the crystalline silicates. The former are noted for their high silica ratio and low alkalinity and the latter for low silica ratio and high alkalinity, e.g. the most siliceous viscous silicate on the market has a specific gravity of 1.300 and carries about 31% solids (6.3% Na<sub>2</sub>O plus 24.6% Si O<sub>2</sub>) and the pH of its concentrated solution is 10.85. The most alkaline of the liquid silicates has a ratio of 19.5% Na<sub>2</sub>O and 31.2% Si O<sub>2</sub> and pH of 12.8. Turning to the crystalline silicates it is readily apparent that sodium orthosilicate is the most alkaline, a 1% solution having a pH of 12.9. It will readily be apparent that within the family of soluble silicates there are chemicals to suit any specific need in soap manufac-ture where either high silica or high alkali ratios are needed.



Paul I. Smith

Nowadays the crystalline silicates are preferred for many purposes on account of their higher alkalinity and greater ease of handling. It is, however, often found that sometimes liquid silicates give better results, e.g., where oxygenating compounds, such as sodium perborate and sodium percarbonate are present in soap powders the use of high silica liquid silicates exercises a more pronounced stabilizing effect on the per-salts than the crystalline silicates.

It is useful at this stage to set out the main advantages of adding sili-

cates to soap:

1. In general they give pH values higher than these of other alkaline salts at the same concentration, e.g., a 1% solution of pure, anhydrous sodium metasilicate has a pH of 12.75, sodium sesquisilicate 12.6 and sodium orthosilicate 12.9. In comparison, a 1% solution

of trisodium phosphate has a pH value of 12.0 and a 1% solution of caustic soda has a pH of 13.2.

2. The silicates, and particularly the crystalline compounds having a high alkalinity, exercise a valuable buffering action on detergent solutions and help to maintain a constant pH over a wide range of concentration. This is of great importance as a sudden drop in the pH value means a corresponding deterioration of cleansing power.

3. Silicates exercise a pronounced wetting-out action and their inclusion in laundry soaps is particularly valuable when washing greasy clothes.

 Silicates inhibit the deterioration of certain soaps due to rancidity changes.

5. Sodium silicates, particularly the high alkaline basic salts, build a quick and lasting suds in combination with soap.

6. As a general rule the silicates are noted for their powerful peptizing and deflocculation action, their reinforced emulsifying properties and their prolonged suspending power.
7. Silicates, particularly the metasilicate, inhibit corrosive action of

the detergent on metals.

Choice of a suitable silicate for use in cleaning compounds depends to a large extent upon the molecular ratio or the proportion of Na<sub>2</sub>O to Si O<sub>2</sub>, e.g. the high silical liquid silicate has a ratio of 1:3.90. It is important to remember that molecular ratios can be obtained by

the use of mixture of sodium metasilicate and 32% caustic soda, e.g. a molecular ratio of 1.8:1 can be produced from a mixture of 68% metasilicate and 32% caustic soda. This mixture has a total Na<sub>2</sub>O content of about 59.4% and maintains a pH of about 11.76 in a 0.1 normal solution. For many cleaning compounds metasilicate is proving of great value, as in combination with caustic alkali it enables manufacturers to produce tailor-made detergents possessing optimum pH and buffer properties.

For many soap bearing compounds sodium metasilicate is used with low litre soap and mixed alkalies, such as trisodium phosphate, soda ash and tetrasodium pyro-phosphate. For this purpose it of-fers advantages over the other silicates, e.g. pure anhydrous sodium metasilicate is readily soluble in all practical concentrations at all working temperatures and has a total alkalinity as Na<sub>2</sub>O of not less than 51%. It yields a pH of 12.75 in a 1% solution and a pH of 11.95 in a 0.1% solution.

To soap manufacturers looking for silicate builders there is no doubt that sodium metasilicate offers distinct advantages. It blends successfully with caustic soda to give molecular ratios equivalent to the higher silicates and it is readily compatible with other alkalies and sequestering agents. Generally speaking, the higher silicates such as ortho and sesquisilicates are only suitable for heavy duty cleaners as they are more vigorous in their action than metasilicate.

# Polyvinyl Alcohol as Shampoo Ingredient

 $\Gamma^{
m O}$  improve viscosity and tack and to assist in emulsification the use of small quantities of polyvinyl alcohol in shampoo formulae is recommended. This alcohol is normally very soluble in hot water and moderately so in cold water. Colourless grades of polyvinyl alcohol are available in a range of viscosities.

# Choice of Soap for **Mixing with Synthetics**

IT is now being appreciated that for many purposes synthetic detergents can never replace soap owing to their poor lubricating properties, lack of plasticity and slipperiness, among other properties. On the other hand, synthetics, such as the non-ionic detergents, are able to improve the rate of rinsing,

emulsify precipitated soaps and lime soaps, build up a good lather and also endow the washing composition with special characteristics, such as the ability to damp offensive odours. Mixtures of synthetics and soaps can be produced in which the former additives endow the mixture with the required special properties, while the soap proper performs the real cleaning job. The soap recommended for such detergent compounds is a pure tallow soap free from metallic impurities, particularly iron, of good colour and able to give clear solutions in water.

# **Specialised Soaps** and Stearic Acid

 ${
m F}^{
m OR}$  soap manufacture a good commercial grade of stearic acid should contain a high percentage of "true" stearic acid, at least 80%, a low iodine value (1.0 max.), a good colour and a titer value of 147-149 deg. F. Of great importance is the ability of the acid to resist colour changes upon heating. So many grades of stearic acid show a poor stability, due largely to the presence of unsaturated acids. By using the highest grade of stearic acid for specialised soap products the manufacturer can be assured of a uniform product that will not discolour on ageing and moreover one which has no deleterious effect on perfumery ingredients.

# **Caustic Soda Solutions** and Metal Contamination

LUMINUM, tin and zinc are rapidly attacked by caustic soda solutions and copper is corroded in the presence of air and at elevated temperatures. Nickel gives the highest degree of protection and nickelclad steel tanks are frequently recommended for the storage of liquid caustic. Iron or steel is only slightly attacked by caustic soda at ordinary atmospheric temperatures and tanks made of this metal are able to give good service. An important point to remember in connection with iron and steel is that new or freshly cleaned metal is less resistant to caustic soda attack than metal that has been in service for a week or so. It is now a fairly common practice to give equipment a preliminary soaking with caustic solution for a few days so as to make the metal surface more resistant to attack. Iron salts dissolved in the caustic solution can usually be precipitated by blowing air through the liquor and allowing several days for settlement of the coagulated precipitate. This iron-removing process should, of course, take place in a glass lined or nickel vessel.

# Fractionated Tall Oil Rosin Acid

 $\Gamma^{ ext{HIS}}$  is a new raw material of interest to manufacturers of laundry and textile soaps. Commercial grades of the acid consist of 70% rosin acid (as wood rosin) 30% mixed fatty acids. The neutralisation value is 175.0 and the melting

point is 250.0° F.

Like rosin this acid can be blended readily with other fats, oils and fatty acids and it will saponify almost instantaneously. Fractionated tall oil rosin acid is an economical and useful raw material. It has a mild and not unpleasant odour and a colour that will not seriously degrade good soap stock.

# Palm Oil For Bath Soaps

T is, of course, a well known fact that soap made from palm oil has a soft creamy lather and is recommended for bath and complexion uses. Unfortunately the use of this oil for saponification tends to produce a somewhat crumbly soap which is difficult to mill. For this reason most soapers like to blend it with coconut oil. It is claimed that the addition of lower molecular weight fatty acids, such as lauric acid, achieves the same result and helps to produce a soap of better texture.

# Perfuming Liquid Soaps

T is difficult to perfume satisfac-Torily liquid soap with the assurance that every batch will be uniform in appearance and perfume. A procedure recommended is as fol-

1. The liquid soap should preferably be made from coconut oil

fatty acids.

2. The soap should be filtered and allowed to settle for at least 48 hours at a temperature of 34 deg. F. so as to encourage the settlement of dispersed particles.

3. The perfumery ingredients must be completely soluble in water.

4. The perfumes should be compatible with and stable in the presence of alkalies.

5. The perfume should not induce cloudiness in the soap. This is less likely if pure fatty acids are used in soap manufacture.

## **Hints for Improving Production**

Inexpensive employee services in the plant that have resulted in increased production from personnel as well as greater employee satisfaction. . . . New and improved equipment

As the manpower situation becomes more critical in the months ahead it will become more and more important that each plant in the industry uses every possible step toward holding together its staff. Employee services that build good will and keep staffs happy and whose costs do not exceed value received, can well be applied in every plant.

First attention today is being focused on medical service for this will reduce absenteeism resulting from illness. Absenteeism will become of great importance during the year ahead. Here are some of the essentials incorporated into such programs at very low cost:

(a) A plan for medical services through clinic co-operation at the local level, (b) Attention to prehiring examinations, (c) Correction of defects found upon examination, (d) Emergency dispensary and program for quick access to hospital facilities, (e) First aid for accidents and illness, (f) Use of approved hospitals, (g) Advice and assistance in securing competent medical and dental care, (h) Group plans covering hospital and medical service costs, (i) Control of occupational health hazards in the plant, (j) Constant inspection of sanitary facili-ties, lunchrooms, etc., (k) Health education through classes and poster displays, and (l) Provision for medical testimony in compensation or legal cases

In smaller plants the appointment of a nurse or part-time physician is not economically sound. In such cases a working agreement can generally be made with a local clinic to provide such services and facilities. It is never wise to use poorly trained people who lack professional qualifications for first-aid work. The American Red Cross has a program of training available everywhere and every plant can

take advantage of this service.

Medical examinations are advisable and of course in some areas compulsory. These should guide us in placing employees on jobs for which they are best fitted physically and mentally, to detect physical conditions that can be corrected and to prevent the spread of communicable disease.

Both employer and worker profit through such examinations: Generally when the worker does protest his reasons for protest often reveal him as an undesirable addition to

The best way to cope with injuries and illness is through prevention and the application of these

employee services.

Health education also pays dividends for any plant. Such a program should be based upon supervisory personnel being constantly alert to discover signs of lowered vitality, fatigue or symptoms of forthcoming illness. Informal talks to employees, posters, bulletins, exhibits and active co-operation which may be obtained from local health organizations can all be used effectively as part of the health program without cost of any kind.

One of the average employee's main concerns is his or her economic security. Instilling that security should be part of the program. It becomes a part of the employee when he or she can be assured of good wages and wage stabilization, opportunities for adding to those earnings through bonus plans and contests, a reasonable assurance of continued employment, protection of some kind against contingencies and a sufficient wage to provide for savings toward retirement. All of these can be provided at little or no cost.

The plant management can assist constructively in building up economic security for its employees in a number of ways which will result in the individuals willingness to do things in a group that they would not do as individuals.

A number of such plans are in use. Here are the more successful. They can be applied anywhere at such small cost the results well justify the expenditure.

(1) Life insurance through group policies, (2) Pensions to supplement social security through insurance programs, (3) Unemployment benefits to add to the government provisions through mutual benefit associations, (4) Workmen's compensation programs, (5) Group hospital plans, (6) Group medical plans, and (7) Accident and health insurance on a group basis.

In addition to these, financial aid can be provided for employees through mutual associations organized and operated by the employees themselves, through savings plans promoted through co-operation with employees, credit unions, loans, stock distribution and provision for stock purchase plans and other means.

Increased employee activities help blend together the working force in any plant, reduce drudgery, give one's job a more "family" atmosphere and in general work both employee and employer benefits. Such programs can include athletic activities, picnics, dances, a social club and if the plant force is large enough such things as bands, orchestras, choral clubs, dramatic societies and athletic associations.

Employee clubs require only a little planning and promotional work on the part of the management. They can consist of a general association to handle a wide variety of activities or be in the form of special clubs or groups interested in specific features.

In the field of direct employee services plant management can provide employee goodwill builders such as lunchrooms and cafeterias, dispensers for confections and soft drinks, traveling carts for refreshments, adequate and pleasurable locker and washrooms and injection of as much as possible of the personal element into the relationship that exists between the plant and its employees.

All of these employee services add measurably to the creation of a "happy" working force, increased plant production, a very minimum of labor unrest and troubles, and none involve any great expense on the part of the management.

For almost no investment they pay very handsome returns in a smoother operating organization.— Ernest W. Fair.

#### **Channel Frame Conveyors**

For handling boxes and crates at the rate of 30 per minute Model 485 package conveyors are offered by the George Haiss Manufacturing Co. The conveyors may be used for handling bundles, boxes, cartons, etc. up to 500 lbs. Pushbutton controls for starting and stopping and reversing may be located at convenient points. The belt is supported by heavy steel rollers or hardwood sliderboards.

#### Change Can Mixer

For mixing small laboratory batches of from one quart to 1½ gallons of material a new motor driven laboratory change can mixer has been developed by Charles Ross & Sons Co. It is re-



New Change Can Mixer

ported to mix efficiently most varieties and consistencies of materials and is available in one gallon or two gallon capacity sizes. The unit which can be run on an ordinary light circuit, facilitates determination of formulae and other details in pilot sizes prior to production cycles. It has a variable speed motor and the direction of rotation

can be reversed. The double motion stirrers revolve on their own axis and simultaneously around the circumference of the can so as to assure a homogeneous mix. Stirrers and cans are available in stainless steel or other metals as desired.

#### **New Carboy Tilter**

The new No. 11 carboy tilter with a pouring spout provides a safer, faster and easier method of



Pouring Acid

pouring acids and other liquids from carboys according to the General Scientific Equipment Co. The air vent pouring spout made of acid resisting rubber and plastic tubing offers a smooth flow without splashing, it is stated.

#### **Mixing Dry Materials**

For mixing any dry, free flowing materials from five pounds to one ton the MacLellan mixer is offered by the Anglo American Mill Sales Co. It is said to help solve sampling or blending problems. Materials are charged into a lower compartment which is divided by wings. The drum is rotated and the materials fall by gravity discharging from successive pairs of pockets and pyramiding into the other end of the drum. As the operation is repeated every half revolution there are 60 complete separations and mixes in five revolutions.

#### Free Flow of Materials in Chutes

The free flow of powdered or lump materials in hoppers, chutes, bins or storage tanks is assured by the Type F air vibrator, it is claimed by the Cleveland Vibrator Co. The vibrator has five component parts.

#### **Processing Literature**

A piping engineers' dimensional data card giving dimensions on welding fittings and flanges that could otherwise be found only by searching through catalogs and tables as well as other useful information for piping engineers is available on request from the Taylor Forge & Pipe Works. All of the data is condensed on two sides of an 8½x11 in. card.

The construction, operation and application of the Corson-Cerveny micro-bellows pump are fully described in a booklet issued by the Research Appliance Co. It is a new precision, all stainless steel metering pump.

Materials handling equipment, such as trucks, skids, dollies and a complete line of rubber tired and semi steel wheels made by the Modern Equipment Co. Inc., is described in a new catalog which may be had for the asking.

Seven steps to set up a new process are given in a leaflet describing the services of R. S. Aries & Associates, chemical engineers and economists. A copy is available on request,

A new calibration method for testing sieves, developed by the National Bureau of Standards, Washington, 25, D.C. is described in the Journal of Research issued by the Bureau of Standards, 45,328, (1950) RP 2143. For reasons of economy the Bureau cannot supply copies of the technical reports series.

Hinged flat top conveyor chains are described in a four-page illustrated folder issued by the Link Belt Co. Dimensions and pertinent data on this light type of conveyor chain for the transportation of small containers, bottles, packages or parts through such operations as washing, bottling, packing and labeling are given. Copies will be sent on request.

Ceramic vacuum filters made by the U. S. Stoneware Co. are illustrated and described in a six-page folder issued by the company. Adequate technical data is included.

A manual of laboratory safety covering accident prevention, first aid, fire prevention and safety equipment has been issued by the Fisher Scientific Co. It contains 42 pages. Anyone interested may write for a copy.

# THE ROUND TABLE -

## Retail Cosmetic Sales Estimated at \$840,100,000 by T. G. A.

Total retail sales of all cosmetics, not including toilet soaps reached a new high of \$840,100,000 during 1950 according to the annual estimate of the Toilet Goods Assn. This is a gain of almost nine per cent over the preceding year.

Official government figures show that sales of taxable cosmetics for the year 1950 were \$503,804,135.

#### Max Factor Employees Turn Down Union

Max Factor & Co.'s face cream compounders, moustache wax blenders, hair dye workers, and lipstick moulders have decided to remain unorganized. In a National Labor Relations election they voted not to join the American Federation of Labor's Teamsters Union in a 207 to 98 decision.

#### Average Outside Salesman Earns \$5400 per Year

The average outside salesman earns \$5400 per year, according to a survey of salesmen's compensation by the Harvard University Graduate School of Business Administration and National Executives, Inc.

#### National Distillers May Absorb U. S. Industrial Chemicals Inc.

A proposed merger of National Distillers Products Corp. and U. S. Industrial Chemicals Inc. will be submitted to stockholders of both at meetings early in June.

Under the terms of a merger agreement approved by directors of both companies holders of U. S. Industrial Chemicals will receive for each share of their stock two shares of National Distillers. In January National Distillers purchased 122,907 shares of U. S. I. common stock. U. S. Industrial Chemicals Inc. has 499,241 shares

of common stock outstanding and no preferred stock. National Distillers has 7,977,771 shares of common stock outstanding of an authorized issue of 10 million shares.

## Luis deHoyos Elected Mayor of Monticello for Eighth Time

Luis deHoyos, vice president of Synfleur Laboratories and Republican leader of Sullivan County, was



Mayor deHoyos greets Mayor of Havana recently reelected mayor of Monticello, N.Y. for the eighth time.

Mayor deHoyos is New York State mayors reception chairman for distinguished Latin American guests and technical advisor of the Inter-American Congress of Municipalities. The recent election will give Mr. deHoyos 16 years of service as mayor of Monticello.

#### Houbigant Employee Society Holds 25th Annual Dance

La Corbeille de Fleurs, employee society of the Houbigant Sales Corp. will hold its 25th annual dance and entertainment Friday, April 20, in the Grand Ballroom of the Statler Hotel, New York, N.Y.

## Attempts to Bring Soap Under Food, Drug and Cosmetic Act

Two bills have been introduced in the House by Representative Miller of Nebraska to bring soap under the Food, Drug and Cosmetic Act. They would require that soap or other detergents carry a label stating its common or usual name as well as the percentage of its ingredients.

#### Almost Half of Cosmetic Sales Made in Three States

Cosmetic excise tax collections for 1950 reveal that about 44 per cent of all taxable cosmetic sales were made in three states: New York, California and Illinois.

#### Government Orders 70 Per Cent Castor Oil Cut for Cosmetics

The Production and Marketing Administration has ordered a 70 per cent reduction in the use of castor oil in the manufacture of lipsticks and hair tonics. The cutbacks are calculated on consumption during the last quarter of 1950. It limits inventories to thirty days supply. Manufacturers whose consumption of castor oil during any calendar quarter ranges between 60 and 30,000 pounds will be required to submit to his suppliers a form in duplicate stating that he knows the order, the amount of castor oil used by him during the base period, the amount of castor oil requested, purpose of the oil ordered, and a declaration that he is not violating the new regulation.

#### Lever Bros. Completes Huge Sampling Job

Lever Bros. attempted to sample 3,200,000 families of New York's 3,800,000 families for its soapless detergent Surf in a four week period during April. Five hundred distributors were employed.

#### Stars of the Old Chiris Co. **Shine Again at Novel Reunion**

Former members of the organization of Antoine Chiris Co. Inc. who are now associated with 14 different concerns in the essential oil and aromatic chemical industry, held a reunion at Gene Boyle's restaurant in Clifton, N.J. on the

evening of March 30.

It was the first meeting of its kind ever held in the essential oil industry; and from the good fellowship manifested at the banquet it was significant of a changed viewpoint in industry. Those who worked together in the years past in the old organization found that the ties of friendship and interest in one another had not diminished even though their paths have led



Fred Shoninger, president, and Burton Bush, former president, chat together.

them into competitive positions where their interests in many cases are widely divergent. When it is remembered that most of a man's waking hours are spent in business, the eagerness with which former members of the old organization responded to the call for the reunion was eloquent evidence of a broader, a friendlier and a more wholesome spirit that is making itself felt for the good of the entire industry.

The meeting was planned by Charles A. Swan, a former president of Antoine Chiris Co. who has been in the industry for 52 years and William H. Dunney Sr. who



The chairman, William H. Dunney Sr.



Old timers at one of the tables, left to right: Arthur Mudge, George Mann, Milton Stern and Irving Bennett. Several of the veterans were unable to be present on account of illness.

has served it for 51 years. William H. Dunney Sr. acted as toastmaster and in his opening remarks sketched the history of the company over the years. As he called on the various speakers, he told some appropriate anecdote about each one. The respect and affection in which Mr. Dunney is held by his old associates-a feeling incidentally that is shared throughout the industry by all who have the privilege of knowing him-was evident in a dozen ways.

Silent tribute was paid to those of the old organization who have passed on. Among them were Dr. George F. Richmond, Richard G. A. Callmeyer and Christian G.

Euler.

Among the speakers were Charles A. Swan, the dean of the group, who charmed all with anecdotes of his association with the company; and Burton T. Bush, one of the most colorful men in the industry, who was president of the company for 19 years, and under whom it grew and thrived in this country. Mr. Bush still has in his possession a photograph of his son Edward, then a small boy, lifting a shovel of earth for the foundation of the first plant of the company in this country, back in 1913. Another speaker, a guest, Fred Shoninger, president of the company today and also head of the English company, paid a fitting tribute to the men who had served the company in the past and expressed a hope that the reunions would be continued.

The house of Antoine Chiris was founded in 1768. Since 1896 it was, with a brief exception, represented in the United States by its own company. In 1924 its synthetic factory in Delawanna, N.J., was sold to B. T. Bush Inc. who had resigned as president. Then Morana, Inc. took

over the agency for the company's natural floral products. This was terminated in about a year.

It is doubtful whether any other company in the American essential oil business has developed so many

capable executives.

Those present were: Burton T. Bush, Edward Bush, Wallace A. Bush, Irving Bennett, Charles A. Swan, A. Buckmiller, Ivon H. Swall, J. Doughty, William Dunney Sr., William Dunney Jr., R. Far-din, R. Frederick, C. Fricke, G. A. Geiger, R. Houk, M. Martin, Robert Mowan, Norman Mowan, W. Morris, A. Mature, M. Percepatto, W. Weier, George Mann, Arthur Mudge, A. Ralston, Milton Stern, W. Strary, George Warren, F. Wegeman, F. Ball, A. Warren, G. Jimmerson, John Beach, G. Machetto, G. Piacisto and Fred Shon-inger. Those who were unable to come on account of illness or other urgent reasons were John Montgomery, J. Jaffin, Frank Spitaleri, C. Voss, A. Coe, W. Conners and Fred Beyer.

A greeting signed by each was sent to Georges Chiris head of the

parent house in France.



Ex-president, Charles A. Swan

## Fragrance Foundation Issues 10th Edition of Counter Points

Fragrance Foundation, New York, N.Y., has issued the tenth number of its retail perfume sales aid, Counter Points. It is intended to supply sales clerks with new and colorful words for fragrances.

#### Good Program for T. G. A. Meeting in New York May 15-17

The Toilet Goods Assn. has announced the program for its annual convention May 15 through 17 at the Waldorf-Astoria hotel,



President Joseph Keho

New York, N.Y. The theme of the convention is "How Far-How Fast?"

The program includes the following features:

May 15, morning session: Annual report by president Joseph



Dr. H. D. Goulden

Keho, followed by a question and answer panel by the organization's staff members under the presidency of H. L. Brooks, honorary chairman of the association's board of directors. Participating members will be S. L. Mayham, Hugo Mock, H. D. Goulden, F. Weavers Myers and John P. Currie. Also scheduled for the morning session will be election of new officers and directions.

tors. Plaques will be presented to winners of the Charles S. Welch packaging award at luncheon.

Afternoon session: Panel discussion on "Distribution," with emphasis on new and unusual outlets.

May 16, morning session: Panel discussion with representatives of supplying industries on raw material supply, packaging materials and other products bought by manufacturers. During luncheon the Cecil Smith memorial golf trophy will be presented to the winner of the golf tournament scheduled for May 14 at the Winged Foot Golf Club, Mamaroneck, N.Y.

Afternoon session: Closed meeting for cosmetic manufacturers.

May 17: Spring meeting of the Toilet Goods Assn.'s Scientific Section.

Morning session: Presentation of the following papers: "Peroxide Test Methods for Determining Oil and Fat Stability," M. Golden, Mc-Kesson & Robbins, Inc., Bridgeport, Conn.; "The Effect of Hard Water and Sea Water on the Effectiveness of the Cleansing Action of Shampoos," G. Barnett and Dr. D. H. Powders, Warner-Hudnut, Inc., New York; "The Calculated Risk in Cosmetic Formula Changes," L. W. Hazleton, Hazleton Laboratories, Falls Church, Va.; "The Analytical Chemist in the Cosmetic Industry," Dr. G. Robert Clark, chief, cosmetic section, Food and Drug Administration, Washington, D.C.

Afternoon session: Presentation of the following papers: "Skin Tests vs. Drug and Cosmetic Manufacturers," Dr. Louis C. Barail, U. S. Testing Company, Hoboken, N.J.; "Antiperspirant: Auxiliary Method of Determining Effectiveness," W. G. Fredell and R. R. Read, Lambert Pharmacal Co., St. Louis, Mo.; "Problems Encountered in the Perfuming of Aerosols," Victor Di Giacomo, Givaudan-Delawanna, Inc., New York.

#### Variety Trade Group Sets Three Fall Show Dates

The National Assn. of Variety Stores has scheduled three fall trade shows. They are set for Baker Hotel, Dallas, Texas, July 15, 16, and 17; La Salle Hotel, Chicago, Ill., July 29-August 2; and Municipal Auditorium, Atlanta, Ga., August 12-14.

#### Cecil Smith Memorial Golf Tournament Set for May 14

The Toilet Goods Assn. and the Perfumery Importers Assn. will sponsor the Cecil Smith Memorial Tournament on Monday, May 14, at the Winged Foot Golf Club, Mamaroneck, N.Y. The committee in charge of the proceedings is: Paul H. Douglas, chairman, Fred Lueders, Paul E. Forsman, and J. H. R. Stephenson.

#### Michigan Chemical Group Plans St. Louis Tri-Golf Meet

The Chemical and Allied Industries Assn. of Michigan will hold its Tri-City Golf meet Tuesday, June 5 at Norwood Hills Country Club, St. Louis, Mo.

#### Chemical Specialty Mfrs. to Hold Semi-Annual in Chicago

The Chemical Specialties Manufacturers Assn. will hold its semiannual meeting at the Drake Hotel in Chicago, April 30 and May 1. The Soap, Detergents and Sanitary Chemical Products Division has arranged the following program features: "Dispensing of Dishwashing Detergents" by Dr. John L. Wilson, Economics Laboratory, Inc.; "Hard Surface Cleaning" by J. C. Harris, Monsanto Chemical Co.; "Milled Toilet Bars from Synthetic Detergents" by Dr. V. J. Keenan, Atlantic Refining Co.; "Syndets, Present and Future" by Dr. Foster D. Snell, Foster D. Snell. Inc.; "Photometric Evaluation of Brightening Agents" by Dr. H. Hemmendinger, General Aniline & Film Corp.; "The Impact of Synthetic Detergents on the Fat and Oil Market" by J. W. Mc-Cutcheon; "Detergency Properties of Systems Containing a Solid Nonionic Detergent" by Dr. H. R. Suter, Wyandotte Chemical Corp.; "Non-Ionic Surface Active Agents in the Dry Cleaning Industry" by Dr. G. E. Barker and H. J. Ranauto, Atlas Powder Co.

#### Cincinnati Drug and Chemical Assn. Hears Prof. D. A. Wells

Prof. D. A. Wells, acting head of the Physics Department of the University of Cincinnati and chairman of its Committee of Atomic Energy Education, was guest speaker at the dinner meeting of the Cincinnati Drug and Chemical Assn. held Friday April 6 at the Cincinnati Club, Cincinnati, Ohio.

## Price Controls May be Removed on July 1 IF---

If the international situation does not become worse all price controls may be removed by July 1 according to Cedric Gran of the agricultural and chemical fertilizers section of the Office of Price Stabilization. The defense production act expires June 30 and so far Congress has taken no steps to consider its continuance.

#### C. MacVeagh Addresses Missouri Drug and Chemical Industries

Charlton MacVeagh, Vice Chairman of the Board and Treasurer of Mallinckrodt Chemical Works was guest speaker at the regular luncheon meeting of the Associated Drug and Chemical Industries of Missouri on April 11 at Hotel Lennox, St. Louis, Mo. His topic was "American Foreign Policy and the Home Front."

#### **Emergency Packaging Topic of National Packaging Conference**

The availability of packaging materials and the extent to which substitutions are required were the topics of a panel discussion at the National Packaging Conference April 17 through 19 at the Auditorium, Atlantic City, N.J. Sponsored by the American Management Assn., the conference was part of the twentieth National Packaging Exposition.

#### Pond's Extract Co. Appoints Hawaiian Representative

Pond's Extract Co. has appointed the Marwood Import Co. in Honolulu as its Hawaiian representative.

## FTC Action Awaited on Promotion Equalization

The Federal Trade Commission is seriously considering approval of the Morehouse proposal to force cosmetic manufacturers to give equal treatment to their customers. If adopted as a rule, it would mean that manufacturers using demonstrators or other promotional aids in one retail outlet would have to give substitute or similar proportionate services or cash of equal proportionate value to other customers. Such substitute services or facilities would have to be of equal measurable cost and useful and appropriate to the customer. The commission is currently considering the cases of six manufacturers charged with violating the Robinson-Patman Act by not giving proportionate assistance among smaller customers.

#### Imports of Castor Oil in 1950 Set Record

The Office of Foreign Agricultural Relations reports that a record volume of 23,295 tons of castor oil were imported into the United States in 1950. This was four times larger than the 1949 importation; and 97 per cent came from Brazil.

#### NPA Order Limits New Glass Container Molds

Simplification of glass packaging has been stipulated by order M-51 of the National Production Authority. It forbids machine manufacture of glass containers of new design unless it follows the simplified design lines specified by the NPA. As long as the body mold is not altered, finishes of designs already in production may be interchanged, but the capacity may not be increased, and dimensions and weight of the container must not be greater than the minimum the interchange demands. Production of all designs of glass containers already on the market is permitted to be continued. If simplification of these should ever be ordered, sufficient time for conversion is prom-

#### **Doctors Testing New Hair Hormone for Value**

The United Research Laboratories of Philadelphia which developed a pituitary gland hormone in the form of a cream which is believed to be of value in growing hair is having it tested by about 800 physicians. The hormone is not on sale

#### NPA Reduces Aluminum Cap and Tin Can Supply

The National Production Authority has ordered a 35 per cent reduction in the number of aluminum lids or caps for packaging cosmetics and several other products. It has also followed a previous 15 per cent cut in tin cans for nonfoods and beer with a further ten per cent. The order reduces the supply of cans for brushless shaving cream, hair wave preparations, lotions, liquid and paste soaps and detergents and window spray cleaners from 10 to 25 per cent.

#### American Society of Perfumers Hears Talk on Soap

An interesting discussion of the technology of toilet soap by Dr. Alexander Aronowsky of the Reinitz Soap Corp. was the feature of the well attended March meeting of the American Society of Perfumers.

The first soap we know of was used as a cosmetic. Chemically nothing was changed for about 2000 years; but in the last 50 years great progress was made technically; and the demand for quality rose.

Speaking of milling or the French process for making toilet soaps which involves the preparation of a milling base by the boiling process and its subsequent conversion by milling into ribbon which is then again compressed into bars by plodding ready for cutting and stamping into tablets Dr. Aronowsky pointed out that raw materials vary in different countries. Those on the Mediterranean use olive and palm oils largely whereas Germany largely uses tallow and hard-ened fish and vegetable oils. Since 1935 synthetic fatty acids from coal and hardened cottonseed oil have been employed. England largely uses tallow and palm oil. In the U. S. tallow is used chiefly. From 10 to 25% of the lower fatty acid oils have been found to give a quick lather

What do we expect from a good toilet soap? 1. It should be clear, smooth and hard. 2. In use it should give a quick creamy lather without a sandy feeling. 3. It should leave the skin clean and smooth and free from irritation. It should keep its apperance in storage and not discolor or get rancid.

Much informative data on the making of toilet soap by the different processes was also given including steps to be taken to insure the foregoing properties. The April meeting is a closed meeting and the May meeting will be devoted to Ladies Night.

#### Philip Smolowe of Jean Patou to Tour France and Italy

Philip Smolowe, vice president of Jean Patou Inc. and Mrs. Smolowe will sail for Europe on the Liberte April 25 for a six weeks tour of France and Italy. While abroad they will be the guests of Raymond Barbas, president of Jean Patou Inc. and head of the French Couture at his home in Biarritz.

#### Procter & Gamble Sales Head Blames Consumer for Shortages

Shortages of certain brands of soap and soap products since the start of the Korean war have been brought about by excessive consumers' buying, and to a lesser extent by increase in normal inventories of wholesalers and retailers, according to T. J. Wood, sales vice-president of Procter & Gamble Co., Cincinnati, Ohio. Mr. Wood stated that there is a sufficient total production of soaps and detergents to meet American consumers' need, and that he saw no reason for a change in this condition.

#### Pepsodent Tests Chlorophyll Toothpaste

Pepsodent is testing a greenishly colored toothpaste claimed to contain chlorophyll. The new ingredient is called chlorogene.

#### National Beauty Trade Show in New York August 26-29

The National Beauty Trade Show sponsored by the National Hairdressers & Cosmetologists Assn. and the National Beauty and Barber Manufacturers Assn. will be held in the Hotel Statler, New York, August 26-29.

#### Brand Names Day Guests Hear National Statesmen Speak

Michael diSalle, director of price stabilization and Senator James H. Duff were the guest speakers at the luncheon on Brand Names Day, April 11, sponsored by Brand Names Inc., a non-profit organization.

#### Ungerer & Co. Moves Chicago Office

Ungerer and Co. has moved its Chicago office from 325 West Huron Street to 1607 West Howard Street, Chicago 26, Ill.

## Rubinstein Participates in Beauty TV Program

Mala Rubinstein, director of the Helena Rubinstein Studios, and Sally Kirkland, *Life* fashion editor, participated in "American Beauty," a "March of Time through the Years" television production on April 6 over station WJZ-TV sponsored by the Chase National Bank. They related cosmetic and fashion changes which have occurred since

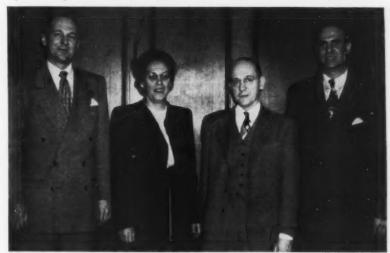
the 1945 March of Time film was made.

#### New Officers of Chicago Chapter of S. C. C.

Officers of the Chicago Chapter of the Society of Cosmetic Chemists for 1951 are planning an interesting program of meetings of especial importance on account of

#### Soap & Glycerine Producers Open Washington Office

The Association of American Soap & Glycerine Producers, Inc. has opened a Washington office under the direction of Frank W. Luther. The purpose of the office is to establish contact with various administrative agencies, or groups, to advise members on procedures,



Left to right, George G. Kolar, vice chairman; Dr. Katherine Graham, secretary; William E. Lieb, Treasurer; and Eugene Rose, chairman.

the international situation for this year. Growing interest in the work of the association is shown by cosmetic chemists in the midwest territory.

#### Fragrance Foundation Sets Annual Meeting for May 17

The Fragrance Foundation will hold its annual meeting Thursday morning, May 17, at the Waldorf-Astoria Hotel, New York, N.Y.

#### McKesson & Robbins Inc. Start Sun Tan Promotion

An expanded promotion campaign for Tartan suntan lotion is under way by McKesson & Robbins, Inc. A new 56 frame, full color slide film together with a 21 minute recorded commentary is being shown to the country's whole-salers

#### Dermetics, Inc. Appoints Canadian Distributor

Dermetics, Inc., New York, N. Y., has appointed Dermetics, Ltd. as its hydronized oil distributor in Canada, with headquarters in Victoria, B.C. Distribution will be through department stores and salons.

agencies, people to contact, and to arrange introductions and hotel reservations. Its address is LaSalle Building, Connecticut Avenue and L. Street, Northwest, Washington, D. C.

## Pharma-Craft Forms New Promotional Policy

Pharma-Craft has appointed one department store representative to handle its promotional items in each territory. The former policy called for different representatives for each item.

## Colgate-Palmolive-Peet Co.'s 1951 Earnings: \$15,737,000

Colgate Palmolive-Peet Co. and its foreign subsidiaries earned \$15,737,000 in 1950, according to the company's annual stockholders' report. This figure represents a \$4,661,000 over that of 1949.

The concern reported a rise in domestic sale prices of soap and synthetic detergents of 20 to 25%, and a 10% increase of toilet article prices. Its soaps and synthetics prices have increased 6% due to higher fat and oil costs, according to the announcement.

#### Fair Trade Advocates File Brief in Schwegmann Case

American Fair Trade Council has joined with the Fountain Pen & Mechanical Pencil Manufacturers Assn., National Bedding Manufacturers Assn., American Booksellers Assn., National Federation of Independent Businessmen, and 17 cosmetic manufacturers in filing a brief as a friend of the court in the Schwegmann Bros. vs. Calvert Distillers case now before the Supreme Court.

The primary question in the case is wnether the Miller-Tydings Act binds non-signers, as well as signers, to fair trade contracts with manufacturers outside their states. "The American Fair Trade Council is advised that the constitutionality of fair trade legislation is not at issue in this case," Mr. Anderson said. "The Supreme Court by unanimous decision, and the highest courts of many states have previously upheld the validity of this legislation."

#### Chicago Cosmetic Chemists to Celebrate Ladies Night

The April meeting of the Chicago Society of Cosmetic Chemists will be the once a year event when the chemists will leave their highly specialized technical subjects for aspects of the cosmetic industry which have general interest. The reason: It's "Ladies Night" when the wives (and husbands) of the cosmetic chemists are invited. It is also a fine opportunity to bring such business associates who are interested in sales and advertising of the cosmetic industry.

Mrs. Sarah Lee, beauty editor of Harpers Bazaar will talk on "The Romantic Survival in Beauty and Fashion." The meeting will be held April 30 in Henrici's restaurant.

### **Tussy Cosmetiques Appoints Four Beauty Counsellors**

Tussy Cosmetiques, New York, N.Y., has made the following appointments to its Beauty Counsellor staff: Penelope Cavanaugh, to assist sales representative William Turnage in Southern California, Arizona, and New Mexico; Loretta Marshall, to assist sales representative C. V. Graham in Oklahoma, Colorado, Nebraska, Kansas and Wyoming; Arnette O'Brien, to assist sales representative Jim Vanlandingham in Idaho, Washington, Oregon, and Montana; and Lorraine Robin, to assist H. P. Morris

in North Carolina, Tennessee and Virginia. All will do training work with the demonstrators.

#### Chief of Marshall Plan Administration Visits Naarden

The chief of the Marshall Plan Administration in the Netherlands Clarence E. Hunter, visited the



Mr. Hunter Receives Gift from Naarden

Naarden Chemical Works, March 7. He was agreeably impressed with his inspection conducted by Dr. W. A. Van Dorp Sr. managing director. A dinner was subsequently served in Hilversum.

## Cream Shampoo for Children Offered by B. C. Colnes Co.

A new product, Merrie Magic, a cream shampoo for children in collapsible tubes was introduced this month by the B. C. Colnes Co., New York, N.Y. It is claimed that it will not irritate the eyes.

#### Perfumed Bra to be Offered by Peter Pan Foundations Inc.

A new perfumed brassiere will be introduced in 100 selected stores throughout the country by Peter Pan Foundations Inc., New York, N.Y. The bra with the secret scenter features a hidden lace pocket for pellets containing the perfume. Pellet refills are to be sold in small boxes at three for 75¢.

#### Vanillin from Lignin to be Produced by Monsanto

Vanillin from lignin is to be produced by the Monsanto Chemical Co. from lignin in Seattle, Wash. and St. Louis, Mo.

#### William Stanger on Special Mission to Europe

William B. Stanger of Seeley & Co. (Canada) Ltd. is spending six weeks in France and Italy on a special mission for Seeley & Co., Nyack, N.Y.

#### Advertising of Deodorants Clarified by Court Decision

The decision of the U. S. Court of Appeals in Carter Products v Federal Trade Commission involving the deodorant Arrid handed down last month indicates that where no representation is made that the preparation is safe the additional statement "this preparation is not harmless and its use will cause skin irritations and dermatitis in some people" need not be used.

#### Cincinnati Association to Hear Lecture on Art

The next regular dinner meeting of the Cincinnati Drug and Chemical Assn. will be held Friday, May 11, at 6:00 p.m. at the University Club in Cincinnati. The guest speaker will be Philip R. Adams, director of the Cincinnati Art Museum, the Art Academy of Cincinnati, and the Taft Museum.

Under Mr. Adams' directorship the Cincinnati Art Museum has attained an indisputable national reputation, being ranked among the first ten art museums in the country. One of Mr. Adams' many achievements at the Cincinnati Art Museum was the opening recently of the 18th century rooms, both French and American, considered to be the finest specimens of 18th century art in any public museum in America. The title of Mr. Adams' talk will be "A Basic Necessity."

#### John H. Breck Co. Inc. Opens New York Salon

John H. Breck Co., Inc. manufacturers of hair preparations opened a New York City salon at 5 East 57th St. April 4.

## Arden Preparations Available on Trans Ocean Airplane

An Elizabeth Arden beauty kit with 10 basic beauty aids is given to women who fly on the overnight trans-ocean airplane, the Monarch.

#### Dermetics, Inc. Adds Two to Sales Staff

Dermetics, Inc., New York, has added Bob Shenkman, formerly of Milkmaid, and Bob Gunther, formerly with Charbert, to its sales staff. Mr. Shenkman will be representative in New England, Mr. Gunther in New York City and environs.

#### Avon Products Opens Montreal Cosmetics Plant

Avon Products of Canada, Limited, has opened a modern manufacturing laboratory for the making of cosmetics, toiletries, lotions, beauty and grooming aids at Liege Street and Esplanade Avenue.

In 1950, about 9,000,000 cosmetic items were manufactured by Avon and some 12,000,000 are scheduled for 1951. The plant capacity is set at 25,000,000 items. Oils specially prepared all over the world for Avon include rose oil from Bulgaria, which costs \$840 a pound.

Open house for employees and the all-women sales staff, their relatives and guests of the company, took place Thursday and Friday, March 15 and 16, when special demonstrations were held. The plant has more than 64,000 square feet of floor space and contains the latest types of equipment.

Guests at the official opening were welcomed by the company's New York executives: Russel Rooks, vice-president and general manager; N. C. Chadwick, general sales promotion manager; Robert Seeley, advertising manager; and officials of the Canadian company: C. L. Bean, general manager, Avon of Canada; S. A. Owden, sales manager; and A. Drapeau, sales promotion manager. Clifford Johnson is chief engineer and Fred Fusee has been appointed plant manager. President of the company is John A. Ewald.

#### Aromatic Products Inc. Concludes Clever Contest

Aromatic Products Inc. which conducted an interesting contest among its many customers and prospects on the novel question: "What did the Queen Say?" has announced the five winners; and all who entered the contest but did not win were sent a bottle of perfume. Cartoons for the contest were drawn by Michael Lemmermeyer. The latest comment by the queen was "Why fight on earth? No one wins, everybody loses."

#### Lever Bros. Co. Introduces Surf in New York Area

Extensive promotion in newspapers, radio and television is being used by Lever Bros. Co. to intro-



The popularity of the exhibit of the Fragrance Foundation in Grand Central Palace last month is shown in the accompanying photograph. The Year Club, a group of 131 garden club members from Ohio are shown being welcomed to the exhibit by seven members of the board of directors of the Fragrance Foundation and two executives of the International Flower Show. In the background may be seen from left to right the following directors of the Fragrance Foundation: Oscar Kolin, president; Paul Russell, Benson Storfer, Jean Despres, J. I. Poses and Pierre Harang, treasurer.

duce no-rinse Surf in the New York market. The campaign will continue through June.

#### Good Housekeeping Issues Make-up Guide

A 29-page beauty manual providing a workable guide for choosing colors and using make-up is a feature of the April issue of Good Housekeeping magazine. Color photographs add to the effectiveness of the manual.

#### Heyden Reports Record 1950 Sales, Expansion Program

The annual stockholders report of the Heyden Chemical Corp., New York, N. Y., states that net sales totaled \$26,631,348 in 1950, largest in nearly 50 years of operations, net profits being \$2,293,597. Consolidated income before taxes in 1950 was \$4,228,640 against \$2,629,655 in 1949. The report also states that production facilities are being enlarged. The expansion program will be completed in the second half of 1951. Production of Pentek and pentaerythritol derivatives will be increased.

#### Williams Presents Skol Cup to Skier

The J. B. Williams Co., Glastonbury, Conn. presented a twelve inch bronze Skol cup, publicizing its suntan lotion, to the skier outstanding in four different categories in the National Intercollegiate Ski Championship, Mt. Hood, Oregon, March 29-April 1.

#### Pilfer-proof Lipstick Counter Merchandizer by Hazel Bishop

A new pilfer-proof lipstick counter merchandizer to tie in with a national promotion campaign is offered by Hazel Bishop, New York.

#### Imports of Gums and Balsams Doubled

The latest monthly U.S. Tariff Commission report on the imports of gums and balsams reveals that the quantity jumped from 1,565,-826 pounds to 3,325,579 pounds. Imports of essential oils dropped from 892,784 pounds to 611,685 pounds. The greatest increases, according to the last monthly report, were in receipt of anise, bois de rose, cassia, cinnamon leaf, rose, sandalwood, orange, clove, eucalyptus, lavender, lemon and patchouli; there were spectacular decreases in bergamot, camphor oil, caraway, citronella, spike lavender, lemon grass, petitgrain, and palmarosa.

Obviously, tax increases being the main discussion, there will be no cut in excises. Some excises will be materially increased. Nothing definite has yet appeared which indicates how perfumes, cosmetics and toiletries will be affected. It behooves the industry to look after its fences.

#### Canadian Perfume Plants Face Essential Oil Shortage

Canadian perfume manufacturers are severely hit by widespread scarcity of some basic essential oils. Among these is otto of roses, at \$40 an ounce. It comes from Bulgaria and little gets through the Iron Curtain now.

The recent imposition of controls and ceilings by Washington gave a sharp jolt to the Canadian trade, since most of its supplies come from New York. Many items promptly disappeared, for the ceilings were below market prices, "and we cannot sell goods at less than cost," according to one dealer. "There is no stock piling in essential oils, as offerings are not sufficient for that purpose-and we prefer steady trade, too," an importer said.

Dealers are not rationing their customers, but when they get shipments, parcel them out "to keep everybody happy." And they are not taking any new customerssaying "it would not be fair to those already on our books."

Oils of peppermint and lemon have advanced about two-thirds in price in the last few months, while orange oil has doubled. A year ago there was a heavy over-supply of Florida orange oil at low prices, but winter frosts in Texas and other states have ravaged orange

Chinese products such as cassia, cinnamon, anise and turmeric, are hard to get now, because of the U. S. ban on trade with that country. Some peppermint is grown on farms in Chatham, Ontario, but Canada gets most of its requirements from Michigan and Oregon.

#### **British Cosmetic Trade Hit** by Packaging Shortages

British luxury articles manufacturers, relying largely on packaging to assist their selling, have been severely hit by a continuous rise in packaging cost, and the growing delay in obtaining deliveries of packs. The perfumery and cosmetic trade has been particularly hit, since demand has gone down while containers rise in cost, and anxiety on the part of manufacturers to take in next year's Christmas trade boxes now, for fear that prices will have gone too high or that sup-

plies will just not be available. Carton manufacturers are no happier about the situation. One representative pointed to bulging order books and asked: "What's the use of these if we can't supply.' Delivery is back by months and prices up by 40 per cent or more in a six month period. Added problem facing the boxmaker is that, even though he has no material, he cannot afford to dismiss labor. Older workers are worth their weight in gold. Young girls are still as unreliable as ever. Hence the need for boxmakers to retain their staff even when board supplies are ended and no profitable productive work can be done. From that viewpoint the present box shortage is as serious to container manufacturers as to their customers.

#### British Squeezed by High Raw **Materials Cost, Low Demand**

Soap and soap products prices have been increased in Britain. Maximum retail prices of most hard soaps are up by one penny per pound. Some half dozen types are excepted and go up by only 1/2d per pound. Toilet soap prices have increased about 1/2d per three-ounce tablet, soap flakes 1d per pound. Reason behind these and similar advances is the climbing cost of raw materials. Actual increases are small and prices are still controlled. But taken with the tremendous mass of raised prices now involving almost every commodity and service, the soap and toiletry increases reflect a further burden on the British household economyalready staggering badly.

The mounting cost of raw materials has also resulted in higher perfumery and cosmetic prices although manufacturers are seeking to keep these down to the minimum. Every possible effort is being made to meet climbing packing, material and labor costs without loading selling-prices too heavily-or pricing the products

out of the market.

#### Dave Ketner Heads Pepsodent Advertising

Dave Ketner is the new head of the advertising department of Lever Bros.' Pepsodent division. Previously he was brand manager of Surf, Swan and Lifebuoy.

#### **Great Britain Reports Slump** in Perfumery Buying

A slump in perfumery buying is worrying managements of most companies; little can be done to restart buying, largely because of diversion of money into other channels. Store buyers have been forbidden in many cases to order merchandise. Money is being soaked into scarce woolens, and other departments are neglected. In the retail trade, business has slumped. The aftermath of Christmas gifting lingers on in so many homes that it may be weeks yet before girls start reaching for the perfumery bottle in the store. All of which is giving the perfumery manufacturers a somewhat lean time. Their salvation lies in a diversion to other lines of a more utilitarian type-and especially lines which do not carry the obnoxious 100 per cent Purchase Tax. Obviously there is a general and definite problem here-that the discovery of repeat lines which sell well is by no means easy. Those firms which have suitable ideas are working them as hard as they can and are currently drawing much of their substance from these utilitarian lines rather than from the more glamorous commodity in which they formerly dealt.

Prices have tended to rise, and this has not helped perfumery sales; but even where prices have remained stationary, the volume of buying is negligible. Whether it can revive remains to be demonstrated

-and prayed for.

#### Newspaper Ads Publicize **Pinwae Home Permanent**

G. G. Inc. has publicized its Pinwae home permanent with 13-week newspaper advertising campaigns in Chicago, St. Louis, Detroit, and Indianapolis.

#### **European Chemists, Pharmacists** Hear Dr. Wagner-Jauregg

Dr. Theodor Wagner-Jauregg lectured on "Die Azulene," blue substances separated after fractional distillation of essential oils, at a meeting of the American Society of European Chemists and Pharmacists on March 31 at the Master Institute Museum, New York, N. Y. Prof. Herman F. Mark presented a brief English summary of the lecture.

#### Cosmetics Included in A. I. C. Program for May 9-11 Meeting

The American Institute of Chemists will hold its annual meeting, May 9, 10, and 11, at Niagara Falls, Ontario, to consider what constitutes the new responsibilities of chemists and how they can increase production to meet today's military and civilian demands.

Institute president Lawrence H. Flett, director New Products Division, National Aniline Division, Allied Chemical and Dye Corp., announces that the program will include four symposia on May 10 and 11. The first, "Transforming Results of Research into Production" is under the chairmanship of Burt Wetherbee, of Wetherbee Chemical Company, Buffalo. Speakers are: Dr. H. P. Dinsmore, vice president of The Goodyear Tire and Rubber Co., on "Rubber, Plastics and Chemicals-the Human Element"; Donald A. Kohr, Jr., technical director, Institutional and Special Products, Sherwin-Williams Co., Chicago, on "Emulsion Paints"; Dr. S. B. Lee, director, Microbiological Research and Development, Commercial Solvents Co., Terre Haute, Ind.; J. E. Magoffin, manager, Chemical Sales De-Tennessee Eastman partment. Corp., Kingsport, Tenn., on "From Photography to Foods"; Dr. W. J. Sparks, director, Chemical Division, Esso Laboratories, Elizabeth, N.J. on "Petroleum Chemistry," and Dr. Marvin J. Udy, consultant, Niagara Falls, on "The Electric Furnace and High Temperature Chemistry.'

The second symposium, "Professional Education of the Chemist, is under the chairmanship of Dr. E. Raymond Riegel, professor of Industrial Chemistry, University of Buffalo. Speakers are: Dr. Harry N. Holmes, professor emeritus, Oberlin College, on "Education of the Chemist—Cradle to Grave"; Dr. Webster N. Jones, dean of engineering, Carnegie Institute of Technology, Pittsburgh, Pa., on "Professional Education of the Chemist"; Dr. Earl T. McBee, head, Chemistry Department, Purdue University, on "The Training of Graduate Students for Re-search"; Dr. M. H. Trytten, Office of Scientific Personnel, National research Council, Washington, D.C., on "Professional Education of Chemists"; Dr. Henry M. Wood-burn, head, Chemistry Department, and Dr. E. Raymond Riegel, professor of chemistry, University of Buffalo, on "Education for Breadth or Depth?"

The symposium on "Responsibilities of the Chemist in a Changing World" is under the chairmanship of Dr. George F. Rugar, Diamond Alkali Company, Painesville, Ohio. Speakers are: Jerome Alexander, Consultant, New York. N.Y., on "Ethics and Evolution"; Dr. Harry L. Fisher, National Research Council, Washington, D.C., on "The Responsibility of the Chemist to his Profession"; Dr. Charles C. Price, head, Department of Chemistry, University of Notre Dame, Notre Dame, Ind., on "The Chemist and World Federal Govvernment;" James G. Vail, vice president, Philadelphia Quartz Co., Philadelphia, Pa., on "The Chemist and His Neighbors"; and Dr. Raymond E. Kirk, head, Dept. of Chemistry; dean, Graduate School, Polytechnic Institute of Brooklyn, N.Y., on "The Responsibilities of the Chemist for Continued Self-education."

The fourth symposium on "Progress in Research," is under the Chairmanship of L. F. Hoyt, New Products Division, National Anilin Division, Allied Chemical and Dye Corp., Buffalo, N.Y. Speakers are: Dr. Gustav Egloff, director of research, Universal Oil Products Company, Chicago, Ill., on "Benzene from Petroleum-How and How Much"; Dr. Emil G. Klarmann, vice president in charge of research, Lehn and Fink Corp., Bloomfield, N.J. on "Some Recent Developments in Testing Germicides"; Dr. Pauline Berry Mack, director, Ellen H. Richards Institute, Pennsylvania State College, on "Household Chemistry as a Field for Research"; Dr. J. Vernon Steinle, research and development director, S. C. Johnson and Son, Inc., Racine, Wisc., on "Progress in Waxes"; W. A. Wiard, Technical Sales Division, Dow-Corning Corp., Midland, Mich., on "Progress in Silicones"; Maison G. de Navarre, Consultant, Grosse Pointe Farms 30, Mich., on "Progress in Research on Cosmetics"; Dr. Hans O. Kauffmann and Dr. Frank P. Greenspan, Buffalo Electro-Chemical Co., Buffalo, on "Progress in Peroxides."

At the Honors Recipients Luncheon on May 11th, James M. Crowe, executive editor, Chemical and Engineering News, will speak on "News of Scientific and Technical Developments."

A Panel Discussion will be held May 11 on "Relationships between Management and Technical Personnel" under the chairmanship of Dr. Earl T. Whitford, president, Oldbury Electrochemical Co.

#### Jacqueline Cochran Sets New World Speed Record

Miss Jacqueline Cochran, president of Jacqueline Cochran, Inc. and Parfums Charbert, Inc., set a new world speed record for propeller driven planes on April 9, when she piloted her F-51 Mustang back and forth over an officially certified straightway 16 kilometer course for an average speed of 469 miles per hour. Representatives of the National Aeronautic Assn. were on hand as judges and timers.

There are seven recognized world speed records for different distances in the open class for propeller driven planes and a like number for jet propelled planes. Miss Cochran now holds five of these records for propeller driven planes, one of which is also better than the corresponding record for jet planes.

Miss Cochran, as well as directing her own cosmetic business, is a director of Northeast Airlines, and serves as a special consultant to the Chief of Staff of the United States Air Force. Last November she received the International Harmon Trophy as the world's outstanding woman pilot of the past decade.

#### Schimmel Monographs for 15 Years in One Volume

A complete set of the monthly series of bulletins "Schimmel Briefs" covering technological developments in the making of perfumes, cosmetics and soaps is now available in a bound volume. The Briefs are complete from April 1935 to December 1950. In the 200, more or less, Briefs there are over 400 individual monographs. Formulas have been brought up to date. A detailed index adds to its value. The volume is sold for \$7.50 per copy in the United States and Canada and for \$7.75 elsewhere.

#### Schnell Publishes OPD Chemical Price Record

Schnell Publishing Co., New York, N.Y., has issued "OPD Record of Prices on Chemicals and Related Materials." It covers commercially known agricultural chemicals, botanical drugs, coaltar chemicals, drugs, fine chemicals, essential oils, aromatics, heavy chemicals, oils, fat, waxes, and textile and leather chemicals. Paper bound, it retails for \$6.25.

#### Japanese Research Head to Study American Processing

Dr. Masayoshi Kitajima, Chief of the Camphor Research Department of the Japan Monopoly Corp. will visit the United States early this spring to study processing of camphor, essential oil, and plastic products and their utilization. The visit is authorized by the allied powers' command as part of a policy to help basic Japanese industries.

#### Revion Matches Rouges, Lipsticks; New Names

Revlon Products is matching its rouges and lipstick, and is changing its terminology accordingly. For example, Fatal Apple will be called Blue Red #2, Bachelor's Carnation, Ultra Violet, Raven Red, and Sweet Talk will become Blue Red #1, Scarlet Poppy becomes Golden Red, Windsor is Pink, Tortoise Shell is Russet, and Touch of Genius will henceforth be called Clear Red.

#### N. Y. Pharmaceutical Committee Plans Cooperation Drive

The Consumer Relations Committee of the Pharmaceutical Council of Greater New York is stressing point-of-sale cooperation. The participating sponsors of the Cavalcade of Stars show, their representatives and the N.A.R.D. have held a joint meeting. Greater cooperative sales promotion efforts, such as the Cavalcade show, were urged.

#### Atlanta Department Store Opens Beauty Salon

A new beauty salon has been opened at the Regenstein Department Store, Atlanta. It is owned and operated by Michel, hair authority of Helena Rubinstein, Inc.

#### Women to be Impressed into All Levels of Industry

Secretary of Labor Tobin, the all-powerful czar of manpower, adroitly says, at this time, no conscription of workers is contemplated; but he suggests that many persons who are skilled in the jobs required for defense work, or for work that supports defense, will be urged to leave nonessential work and take jobs in plants that do defense, or near-defense, work. They tell us state employment agencies

today are swamped with calls for tens of thousands of workers they cannot supply. Skilled and experienced workers already are employed, and recruitment has reached the raiding stage. The word has gone out to study how women can be used in all industries. It is held absolutely certain that a vast number of women will be impressed into all levels of industry. The civil government will add one million to its personnel by July 1, 1951. The Armed Forces will have expanded at the same time to three million men. The draft is expected soon to take married men between the ages of 19 and 26. Gen. Hershey wishes to draft scientists who were deferred during the last war. Mobilization Director Symington opposes draft of those of scientific training of any kind. The order in which men are called is this: single, non-veteran; married, non-veteran; single, veteran; married, veteran; married, fathers, non-veterans; and married, fathers, veterans. One popular idea in Washington about the draft is that the most intelligent men shall be given most consideration for deferment.

#### Calcium, Magnesium and Mercury Analysis

So much is being done in the field of chemical analysis that no one can stand still, saying that they are now using a method found satisfactory 10 years ago. Supporting this statement are such innovations as the Karl Fischer method of water determination as an example. Now Hernandez, Biermather and Mattocks describe an application of the Schwarzenbach method for the analysis of calcium magnesium, and mercury compounds.

This method is based on the use of a chelating agent, ethylene-diamine tetraacetic acid which is known to react with many bivalent metals. The proponents have inaugurated a formidable series of tests using the official USP method alongside their so called ETA method. The latter is suggested to overcome the drawbacks present in the USP methods. The authors hope that enough control laboratories will study this procedure as a possible one for inclusion in the USP, next revision.

The method was worked out at the American Pharmaceutical Association Laboratory in Washington, D.C., and described in the Bulletin of the NF Committee, Volume 18, page 145, 1950.

#### J. Wayne Luther Elected Druggists' Supply President

The Druggists' Supply Corp. has elected J. Wayne Luther president and general manager.

#### **Among Our Friends**

MARIUS J. MARTIN has been elected vice president in charge of production by Antoine Chiris Co., Inc., on the thirty-fifth anniversary of his association with the concern.

FRANCOIS CAMILLI, president director general of Camilli, Albert & Laloue, S. A., Grasse, France, will arrive May 10 on the



Francois Camilli

Liberte for a month's stay in the United States. Much of his time will be spent in conference with executives of the American affiliate, Camilli, Albert & Laloue Inc. of New York City.

CHESTER A. SMELTZER, dean of the vanilla bean industry, who serves the industry as a specialist in vanilla with offices at 66 West Broadway, New York, is a candidate for freeholder of Bergen County, N.J. Mr. Smeltzer is mayor of the thriving municipality of Ramsey, N.J.

JACQUES RIEDWEG, Givaudan & Cie, Paris, France, who has been prominently associated with French perfumery circles for over 35 years, spent the greater part of the month of March visiting his numerous friends in the United States. Mr. Riedweg, whose intimate knowledge of trends in French perfumery is well known, brought with him a number of new specialties which are a reflection of such trends. The specialties are now being studied by Givaudan-Delawanna Inc. for adaptation to the American market.

MRS. HELEN NEUSHAEF-ER, cosmetics executive, has been selected as America's best dressed business woman for 1951 by the Fashion Academy.

DR. ERNEST GUENTHER, vice president and technical director of Fritzsche Brothers, Inc., New York, is spending six weeks in Mexico and Central America to promote production of essential oils.

ISAAC FOGG, president of Atlas Powder Co., Wilmington, Del., addressed the Commercial Chemical Development Assn. March 21 in New York, N.Y. on "The Role of Government and Industry in the Commercial Development of Chemicals in Foods."

MISS THELMA DUNCAN has been appointed cosmetic buyer for the Handleman Drug Co. She will also direct cosmetic sale and merchandising.

O. D. WHEATON, traffic manager of the Wildroot Co., has been elected to the executive committee of the Great Lakes Regional Advisory Board.

EDGAR R. ELLIS has been appointed vice president of Parkinson Perfumes, Inc., Katonah, N.Y. Since 1938 Mr. Ellis has been associated with one of the foremost



Edgar R. Ellis

European and American companies in the synthetic aromatic chemical industry and is well known in the toilet preparations and its allied trades.

WALTER LENGSFELDER of Fleuroma, Inc. sailed for Europe March 30 to be gone for about four weeks getting first hand information on the raw material situation abroad. WILLIAM BONYUN, former president of Daggett & Ramsdell Inc. who is well known throughout the cosmetic industry, has resigned as director of marketing for Dorrance-Waddell Inc.

DR. IVOR GRIFFITH was reelected president of the Philadelphia College of Pharmacy and Science for his eleventh term at the organization's annual meeting on March 27. Also reelected were the other officers of the college.

DR. HASTINGS HAROLD HUTCHINS, oldest son of HAROLD HUTCHINS, publisher of the *Drug & Cosmetic Newsletter*, is receiving congratulations for having passed all of his examinations at Purdue University for his Ph.D. degree, with highest credit.

SAMUEL RUBIN of Fabergé, Inc. has been named co-chairman of the Drug, Perfume and Cosmetic Division of the United Jewish Appeal.

PINCKNEY L. FROST, manager of sales of Innis, Speiden & Co New York, N.Y., has also been appointed import manager.



## NYTAL 300

the Finer talc

1100-mile-per-hour jets of high-temperature compressed air whirl particles of high grade talc ore around in a fluid energy mill to produce Nytal 300 . . . a finer, softer talc than could be obtained by any of the conventional grinding methods.

Each tiny particle in the air stream literally shatters itself against its neighbor to give an average particle size of only 1.8 microns by air permeation. Only a trace of Nytal 300 is left on a 325-mesh screen.

This *fine* talc offers you greater softness, adherence, covering power, and resistance to wetting, as well as a good white color (Higgins Brightness approx. 91).



R. T. VANDERBILT CO.

specialties department
230 Park Ave., New York 17, N.Y.

MISS SUZANNE DANCO, sister of GERARD J. DANCO, president of the Essential Oil Assn. of the U.S.A. and also head of the company which bears his name and of LEÓN DANCO, charmed an appreciative audience at the Town House, New York, N.Y. on the evening of April 16 by the beauty, range and quality of her singing. The recital marked the close of her coast to coast tour, her first one in the United States. Miss Danco is a noted Belgian soprano and a leading member of La Scala Opera of Milan. Her tour in the United States opened in Baltimore February 9 but her American orchestra debut as a soloist was made in Cincinnati February 16 and 17. Other orchestras with which she appeared were the Chicago Symphony, the Boston Symphony and the Los Angeles Philharmonic orchestra. During the tour she also broadcasted over a national network. Recitals in Pittsburgh, Detroit, Miami, Louisville, Houston, Toronto, Montreal and Ottawa added to her reputation as a vocalist of a high order. Miss Danco enjoyed her tour and was impressed with the friendliness of American audiences among whom she proved to be very popular. Miss Danco is among the winners of the Grand Prix du Disque for the second consecutive year. Her London FFRR recording of Ravel's Sheher-azade with the Paris Symphony Orchestra has been awarded the prize for vocal recording for 1951. Last year Miss Danco's London record of Caccini's Amarilli-which was one of the numbers included in her New York recital—won the award in this category. The Grand Prix du Disque is awarded annually in France for the finest recordings of the year.

ROBERT BUCKALEW has joined Schnefel Bros. Corp., Newark, N.J., manufacturers of manicure articles, as assistant sales manager.

MRS. CENTA ISERMANN, Van Dyk & Co., has been enjoying a short visit with friends in Tucson, Ariz. where she formerly resided.

HARRY J. LOYND is the new president of Parke, Davis & Co., Detroit, Mich.

EDWIN S. GARVERICH has been appointed manager of technical service for specialty products of the Pennsylvania Salt Manufacturing Co. LOUIS SPENCER LEVY, former publisher of The American Perfumer, died at his home in Beverly Hills, Calif. March 4 at the age of 73 years from a heart attack. In 1906 William G. Ungerer of Ungerer & Co. established The American Perfumer and about a year later Mr. Levy acquired a partnership interest in it; and in 1908 acquired complete control. He continued its publication until 1935 when it was sold to its present owners. For the last 15 years he lived in retirement.

OSCAR KOLIN, president of the Fragrance Foundation has sent an appeal to all members to attend the important meeting in the Ba-sildon room of the Waldorf-Astoria, New York, N.Y. at 9:30 a. m. May 17. Non-members, he states, are also most welcome. During the past year the Fragrance Foundation has accomplished much and it has some interesting plans for the coming year to increase the consumption of fragrance products. In addition to his report as president, Mr. Kolin calls attention to the report of the executive director Mrs. Miriam Gibson French and the treasurers report by Pierre Harang.

JOHN C. VAN HORN has been appointed assistant manager of the Technical Service and Development Division of the Dow Chemical Co. He was graduated from Purdue University in 1941 with the degree of master of science in engineering and joined the Dow organization in 1946.

T. G. FLAVELLE and C. C. WICKSTEAD who recently retired from active service with Innis, Speiden & Co. were each presented with gold watches by W. H. SHEF-FIELD JR. president in honor of their combined total of 87 years of service with the concern. Both will continue as directors of the company.

GUSTAVUS A. PFEIFFER sold 135,000 shares of Warner-Hudnut, Inc., common stock on April 11 and 12. The offering was made simultaneously with the marketing of 185,000 of the company's shares. The stock was priced at \$19.75 each. Handled by a syndicate headed by F. Eberstadt & Co., Inc., the block was oversubscribed within 24 hours after its introduction. Proceeds of the company's share in the offering will be applied to the retiring of bank loans.

ROBERT BUEDINGEN announces the opening of new offices and factory by Wm. Buedingen & Son Inc. at 1024 Garson Ave., Rochester, N.Y. The company has been manufacturing paper boxes for 60 years.

HELEN NEUSHAEFER was the subject of one of the interesting biographical sketches in the New York Herald-Tribune April 9. In it the author wrote:

A Brooklyn-born girl who has reached the top of the business world as an inventor, an authority on beauty and fashion and an industrialist . . . a graduate of Erasmus Hall High School and Pratt Institute, in Brooklyn . . . married Franz Neushaefer, a paint manufacturer. . . . She set the cosmetics world astir in 1932 when she stumbled on the revolutionary idea of developing an opaque (creme) nail polish. . This thought came to her while digging clams on the beach adjoining her home on the Westchester shoreline of Long Island Sound . . transparent nail polish, popular then, failed to protect her nails, which were discolored and blemished . . . this led her to the basement of her home . . . she took red lacquer paint and applied it to her fingernails . . . idea immediately proved extremely popular among her friends. . . . With the help of her late husband and chemists at his paint factory, an opaque nail enamel was developed . . . intro-duced in a variety of bright glazes, the fingertip coloring became an over-night rage among American women . . . Mrs. Neushaefer then joined her husband in business . . . which mushroomed rapidly. . . . In addition to nail polishes, Helen Neushaefer Cosmetics manufactures and distributes lipsticks, nail polish remover and other cosmetics items. . . . Her products are among the most widely distributed in the cosmetic trade. . . . She became president of the company on the death of her husband in 1942. . . . Personally supervises manufacturing, distribution and sales of her products. . . . Recently entered another business when she became a vice-president of Belock Instrument Corp., manufacturers of radar and electronic equipment. . . . This comely business executive has been cited as one of America's best dressed women . . . as relaxation in her spare moments she collects pewter, miniature ships and grows flowers . . . also enjoys boating, fishing, and swimming.

GEORGE S. HAMILTON, vicepresident and comptroller of Innis, Speiden & Co., has been elected to the additional office of treasurer. He succeeds Charles S. Wickstead who has retired after 46 years of service with the concern, but who will continue as director.

ALVIN K. WELZEL has been appointed a member of the sales and merchandising staff of Houbigant Sales Corp., New York, N.Y.

H. J. LEHMAN, president of the Wildroot Co., Inc., Buffalo, N.Y., has been named to the National Assn. of Manufacturers' committee cooperating with community leaders.

LEONARD V. COLSON has been promoted by the Mennen Co. from assistant advertising manager to a full manager's position. He succeeds Lewis F. Bonham, new president of Alfred D. McKelvy Co.

RALPH KLEINSCHMIDT has been appointed by Tussy Cosmetiques to succeed the late Ralph McRae King as field sales manager. LELAND I. DOAN, president of Dow Chemical Co., Midland, Mich., spoke before the New York State Chamber of Commerce in New York City April 5.

JOHN HUDSON MOORE has been elected president of the National Council of American Importers.

ROBERT H. MOONEY has been elected vice president and sales coordinator for Walker Vitamin Products, Inc., Mt. Vernon, N.Y.

#### **Obituaries**

#### **Michael Cortizas**

Michael Cortizas, for many years identified with the vanilla bean business, died March 29 in Philadelphia. He was head of the M. Cortizas Co.

#### Peter Menke

Peter Menke, traffic manager for George Lueders & Co., died on March 14 at his home in Elmhurst, N.Y. Mr. Menke, one of the firm's oldest employees, entered the company in 1904. He was active in his position until late 1950, when he was stricken ill, since which time he did not return to business.

#### Harry Grubb

Harry Grubb, for many years associated with the old Oxzyn Co. and later with other private brand companies died March 19.

#### Walter R. Daniel

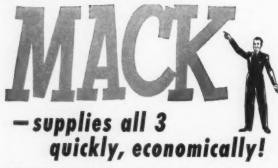
Walter R. Daniel, life member of the Chemical and Allied Industries Assn. of Michigan, died recently.

#### Vernon W. Franzen

Vernon W. Franzen, 40, salesman connected with the Chicago office of Givaudan-Delawanna, Inc., died March 23 at Bensonville, Ill. Mr. Franzen had partly recovered from an illness and an operation he underwent last fall, but suffered a relapse shortly before his death. Well-known in the perfume and cosmetic industries in Illinois and neighboring states, he died a few days before completing twenty years of service with Givaudan. Mr. Franzen is survived by his wife, two children, parents, and a sister.







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# Market Report

## Citrus Oils Advance in Price

PRICES on coldpressed and distilled orange oils were advanced 25¢ and 10¢ per pound respectively by the California Fruit Growers Exchange late last month. The oils are distributed by Fritzsche Brothers, Inc., and Dodge & Olcott, Inc. It was the second advance this year, the total rise in coldpressed oil amounting to 50¢ a pound and the distilled oil showing a total increase of 20¢ in the new year.

#### **Orders Subject to Acceptance**

The advance was fully in keeping with the decidedly strong situation that existed in other citrus oils. Very little orange is to be had from Florida or Brazil. Distributors of the Exchange brand California oil report that all orders are subject to confirmation. Orange oil is a popular flavor which normally enjoys a wide use in the beverage industry, particularly over the summer months. Compared with other years, the general outlook in orange is regarded as very strong. Prior to 1950 the general tone in orange oil had been highly unsettled by the low prices quoted for oil produced in Florida.

#### Heavier Demand for Lemon Oil

Unable to pay higher replacement costs for Italian lemon oil under the general price freeze order, domestic demands have been pressing more heavily upon California lemon oil. These demands are likely to become greater in the weeks ahead with beverage manufacturers anticipating their summer requirements. Deliveries of domestic lemon oil are running behind schedule, and unless some relief appears regarding price restrictions, a supply pinch is likely to be noted between now and the heavy consuming season in June, July and August. The demand for lime oil is expected to become more active before new crop oil appears in the market from

the West Indies or Mexico.

Spice oils were creating a problem in the face of price restrictions. Rising spice costs forced several dealers to discontinue the sale of clove oil. In fact some houses pointed out that on the basis of replacement costs of the spice, clove oil would have to sell for approximately \$1 per pound over individual ceilings under the general price freeze order.

#### **Mint Oils Easier**

Mint oils turned easier with peppermint prices here and in the country registering declines of 10¢ and 15¢ per pound, respectively. The demand for peppermint oil has been rather disappointing in the country and with new crop influences at work some dealers appeared to be a little more anxious for business despite the fact that high test oil was in rather poor supply. Reports from the country state that some dealers were beginning to sound out the market as to what might be expected in the way of prices for new crop oil.

#### **Aromatic Chemical Shortages**

Aromatic chemical manufacturers were being forced to limit offerings of a number of items by reason of continued shortages of many basic chemicals and steadily rising prices for some of the oils necessary in the production of aromatics. A sharp advance was noted in citral and a decidedly stronger situation developed in eucalyptol and the eugenols. Methyl anthranilate was scarce and quotations on the article were virtually nominal.

#### **Coconut Oil Trading Slow**

Trading in coconut oil has been rather slow. Cottonseed and corn oils continued in limited supply and prices were fully maintained at maximum levels under the general price freeze order. Philippine exports of copra and coconut oil were appreciably heavier last year than in 1949 according to official statistics just completed. Copra shipments amounted to 691,722 long tons, 24 percent more than in 1949 while coconut oil exports totaled 69,392 long tons, 9 percent greater than in the preceding year. In contrast to prewar, 1950 copra exports were more than 130 percent while those of coconut oil were still less by 65 percent.

#### **Menthol Prices Down**

A series of price reductions were noted in menthol over the past month. At the close of the period the article was freely offered on spot at \$11.90 to \$12.25 per pound according to quantity. The persistent drop in prices could be traced to the unusually heavy arrivals from China in the earlier months of the year. From the period September 15, 1950 to January 15, 1951 approximately 9000 cases arrived here, a quantity said to be sufficient to take care of this country's requirements for more than a year. Although no further imports will come into the market from China, Brazil is now in the midst of producing material out of its new crop of mint oil.

#### Glycerin Strong

The general outlook in glycerin is regarded as strong. With the Argentine being able to obtain as much as 50¢ to 52¢ a pound for its crude glycerin from countries other than the United States, the loss of this crude material is likely to create a rather tight supply position in this market in the months ahead. For a time it was believed that additional production of synthetic glycerin by July would tend to offset a drop in imports from the Argentine but it is now feared that the additional production of synthetic material will not come into the market until November or December.

#### **DIFFUSER-PLUGS FOR YOUR BOTTLES**

Turn your bottle into a Dispenser and eliminate evaporation by simply inserting our diffuser-plugs in the neck of your bottles.

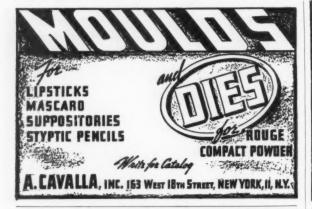
Perfume, toilet water or other liquids are dispensed and spread readily and smoothly on touching the skin with these new patent diffuserplugs made of Polyethylene.

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ESSENTIAL OILS	Cinnamon oil, Bark 35,00@ 50,00 Leaf 2,00@ 2,50	Lovage (oz.) 10.00@ 12.00 Mace 4.50@ 4.75
		Marjoram 3.75@ 4.50
All prices per lb. unless otherwise speci-		N1: D:1- D 05 000 05 00
fied.		Neroli, Bigarde P
		Petale, extra NF155.00@180.00
11 1 D: FD4 11 225@ 450	Cloves, Zanzibar 3.00 Nom'l	Nutmeg 4.40@ 5.75
Almond Bit, FPA per lb 3.75@ 4.50	Madagascar 3.10 Nom'l	Ocotea Cymbarum85@ 1.00
Sweet True	Copaiba 2.50@ 3.00	Olibanum 5.30@ 7.00
Apricot Kernel	Coriander 30.00@ 35.00	Opopanax
Amyris 1.75@ 2.50	Croton 5.00@ 6.20	Orange, Florida 1.85@ 2.10
Angelica Root150.00@190.00	Cumin 6.00@ 8.00	Brazilian 1.50 Nom'l
Anise, U.S.P 2.25@ 2.25	Dill-	Calif., exp 2.50@
Aspic (spike) Span 3.30@ 3.90	Weed 4.85@ 5.35	Distilled 1.10@
Avocado 1.10@ 1.50	Seed 6.50@ 7.80	Orris Root, abs. (oz.) 65,00@ 70.00
Bay 1.70@ 2.00	Erigeron 5.75@ 6.00	Artificial 36.00 Nom'l
Bergamot 9.00 Nom'l	Eucalyptus 1,30@ 1,55	Patchouli 24.00@ 26.00
Artificial 3.85@ 5.25	Fennel, Sweet 3.00@ 3.50	Pennyroval, Amer 4,10 Nom'l
Birchtar, crude 165 Nom'l	Garlic (oz.) 7.35@ 8.00	European 5.25@ 5.85
Birchtar, rectified 4.75@ 5.00	Grapefruit 1.80@ 2.00	Peppermint natural 7.75@ 8.00
Bojs de Rose 4.90@ 5.75	Geranium, Rose, Algerian . 26.00@ 32.50	Redistilled 8.10@ 8.60
Cade, U. S. P	Bourbon 26.50@ 32.00	Petitgrain 3.50@ 4.00
Cajeput U. S. P 2.65@ 2.85	Turkish 8.00@ 10.00	Pimento, Berry 4.95@ 6.00
Cajuput (technical) 2.10@ 2.50	Ginger 22.00@ 25.00	Leaf
	Guaiac (Wood) 1.90@ 2.20	
Calamus 20,00@ 25.00		
Camphor "White" 50@Nom'l		Pumilio 3.00@ 3.25
Cananga, native 7.50@ 8.00	Juniper Berry 3.25@ 5.00	Rose, Bulgaria (oz.) 40.00@ 60.00
Rectified 8.60@ 9.00	Laurel leaf 4.00@ 4.85	Synthetic, lb 26.00@ 32.00
Caraway 4.05@ 5.10	Lavandin 4.25@ 5.00	Rosemary, Spanish75@ 1.00
Cardamon 60.00@ 85.00	Lavender, French 4.50@ 10.00	Sage, Spanish 1.25@ 2.00
Cascarillo 40.00@ 48.00	Lemon, Calif 4.25@ 4.50	Sage, Dalmatian 14.00@ 15.25
Cassia, rectified, U. S. P 5.35@ 6.25	Italian 8.00 Nom'l	Sandalwood, N. F 12.50@ 12.85
Cedar leaf U. S. P 3.25@ 3.50	Lemongrass 5.35 Nom'l	Sassafras—
Cedar Wood	Limes, distilled 6.50@ 7.00	Artificial
Celery 17.00@ 17.75	Expressed 10.50@ 13.75	Natural, dom 2,00@ 2.15
Chamomile Hungarian280,00@325.00	Linaloe wood 3.80@ 4.25	Snake root 31.00@ 35.00
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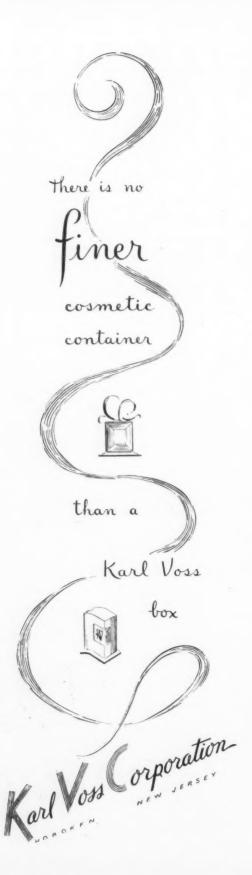
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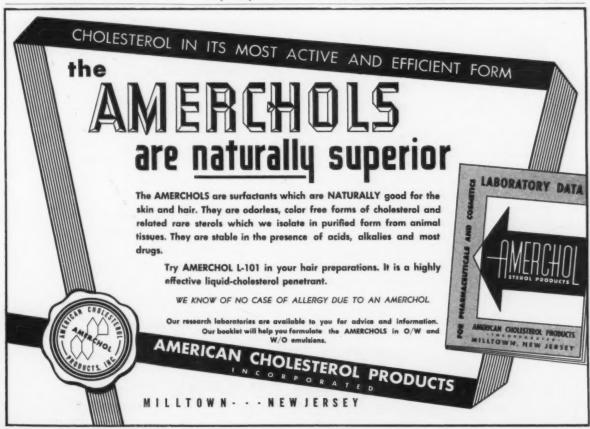
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Spruce			22.00	Ethyl Cinnamate	2.45@	2.80
Sweet high Southern 2.50@ 3,75	C-12		16.50	Ethyl Formate	.65@	.75
Northern 5.50@ 8.00		7.00@	7.50	Ethyl Propionate	.900	1.00
Tansy	C 16 (Strawberry so-called)		7.10	Ethyl Salicylate	.95@	1.10
Thyme, red 2.15@ 2.85	Amyl Acetate	.60@	.70	Ethyl Vanillin	6.75@	6.80
White 2,5061 2,90		1.00@	1.25	Eucalyptol	3.00@	3.80
Valarian, extra 75,00@ 83,00		2.00@	2.40	Eugenol	3.50@	4.25
Vetivert-	. and years and a second and a second	1.00@	1.25	Geranoil, dom.	2.75@	3.25
		3.75@	4.10	Geranul Acetate	3.60@	3.90
Haitian	- and a second second	1.25@	1.60		6.10@	6.50
Java 25,00@ 27.00				Geranyl Butyrate		6.60
Bourbon 25,00@ 30,00	Amyl Salicylate	.95@	1.10	Geranyl Formate	6.35@	
Wintergreen, Southern 3.50@ 14.00		2.00@	2.50	Guaiac Wood Acetate	4.65@	5.00
Northern 6.25 17.25		1.85@	2.00	Heliotropin, dom	3.10@	3.90
Wormseed 7.85@ 8.75		2.55@	2.70	Hydrotropic Aldehyde	6.30@	6.85
Wormwood 7.00@ 7.25		5.85@	6.00	Hydroxycitronellal	8.90@	9.50
Ylang Ylang, Bourbon 16.50@ 23.00	Benzyl Acetate	.70@	.85	Indol, C. P.	20.00@	22.00
Haitian 12.85 Nom'l	Benzyl Alcohol	.73@	.80	Ionones		
	Benzyl Butyrate	2.00@	2.35	Beta	8.50@	10.25
TERPENELESS OILS		3.30@	3.60	Methyl	6.90@	8.50
Bay 2.65@ 2.90		2.00@	2.30	Iso-borneol	1.65@	1.80
	Benzophenone	1.58@	1.80	Iso-butyl Acetate	1.00@	1.75
Bergamot	Benzyl-Iso-Eugenol	9.75@	10.00	Iso-butyl Benzoate	1.15@	1.75
Grapefruit		1.60@	2.20	Iso-butyl Salicylate	2.15@	3.00
Lavender 8.00@ 10.50		1.90@	2.10	Iso-eugenol	4.10@	4.60
Lemon 46,00@ 50,00		2.00@	2.75	Iso-safrol	2.10@	2.80
Lime, ex 80,00@ 90,00		5.75@	6.35	Linalool	6.35@	6.65
Distilled £0.00@ 62.00			.151/2	Linalyl, Acetate 90%	6.40@	6.75
Orange sweet		3.10@	3.75	70%		4.35
Peppermint 15.00@ 15.25		1.25@	1.40	Linalyl Formate		12.60
Petitgrain 5.35@ 6.40		3.7561	4.50	Linalyl Propionate	10.80@	11.15
Spearmint 8.00@ 10.00		6.75@	9.00	Menthol	11.90@	12.25
•		3.60@	3,90			1.90
DERIVATIVES AND CHEMICALS				Methyl Acetophenone		
1 . 11 1 1 500/ 0.150 0.50		4.35@	5.40	Methyl Anthranilate	3.00@	3.80
Acetaldehyde 50% 2.15@ 2.50		6.10@	6.75	Methyl Benzoate	.60@	1.00
Acetaphenone 1.60@ 1.80		3.00@	3.50	Methyl Cinnamate	1.75@	2.25
Alcohol C 8 2.00@ 2.35		5.90@	6.35	Methyl Heptenone	7.15@	8.00
C 9 13.00@ 14.10	Diethylphthalate	.40@	.45	Methyl Heptine Carbonate		60.00
C 10 2.00@ 2.30		5.50@	5.90	Methyl Naphthyl Ketone	3.25@	4.75
C 11 14.50		1.15@	1.40	Methyl Phenylacetate	1.30@	1.85
C 12 2.30@ 2.65	Ethyl Acetate		Vom'l	Methyl Salicylate		.80
Aldehyde C 8 9,00@ 11,00	Ethyl Benzoate	.85@	.90	Musk Ambrette	5.60@	5.85
C 9	Ethyl Butyrate	.8061	.95	Ketone	5.00@	5.30





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Neroline (ethyl ether)	2.50@	2.80	Bismuth, subnitrate 2.65@ Rosin, M. per cwt,		
Paracresyl Acetate	2.15@	2.75	Borax, crystals, carlot ton . 61.25@ 81.25 Salicylic Acid		
Paracresyl Methyl Ether	2,50@	3.00	Boric Acid, U. S. P., ton 129.00@133.50 Saponin No. 1		
Paracresyl Phenyl-acetate .	4.75@	5.40	Calcium, Phosphate08@ .083/4 Silicate, 40°, drums, work		
Phenylacetaldehyde 50%	2.75@	3.25	Phosphate, tri-basic063/4@ .071/2 100 pounds		1.40
100%	4.10@	4.65	Camphor, pwd., domestic60@ .62 Sodium Carb.	1.10	4.20
Phenylacetic Acid	1.65@	2.25	Castoreum, nat., cans 7.85@ 15.00 58% light, 100 pounds	1.60@	4.62
Phenylethyl Acetate	2.00@	2.50	Cetyl, Alcohol 1.50@ 1.55 Hydroxide, 76% solid,		1.02
Phenylethyl Alcohol	1.75@	2.00	Chalk, precip. bags, clts02\%@ .03 pounds		4.55
Phenylethyl Butyrate	4.15@	4.35			
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			gal 1.25 Nom'l Stearate Zinc U. S. P		
Phenylethyl Salicylate	4.35@	4.80	Citrie Acid		
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Vanillin (clove oil)		5.50	Gum Arabic, pwd21@ .22		
(guaiacol)	3.00@	3.05	Amber	ATE	
Lignin	3.00@	3.05	Gum Benzoin, Siam 3.50@ 3.85	AIS	
Vetiver Acetate	47.50@	50.00	Sumatra	381/46	383/
Violet Ketone Alpha	9,90@	10.25	Gum Galbanum80@ .95 Coconut, crude, Atlantic		.00/4
Yara Yara (Methyl ether) .		2.80	Gum Myrrh	211/2@	N.
			Henna, pwd		
DELEG					
BEANS					
Toules Dann Sorinam	1 0067	1.10			
Tonka Beans Surinam		1.10			
Angostura	1.75@	1.80	Anhydrous		
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			Orange Flower Water, gal. 1.75@ 2.25 Palm drums	27@	.30
SUNDRIES AND D	RUCS		Orris Root, Italian18@ .22 Peanut, refined tanks .		0
SCHORIES AND D	11000		Paraffin		
Acetone	.101/400	.14	Peroxide (hydrogen U. S. P.) drums	253/4@	27
Ambergris, ounce			bbls	/4	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Balsam, Copaiba		2.50	Petrolatum, white063/4@ .083/8 Triple Pressed	261/6	273/
Peru			Quince Seed 1.00@ 1.50 Double Pressed		
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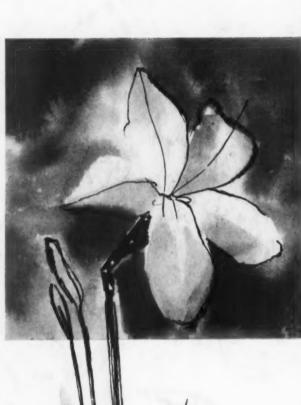


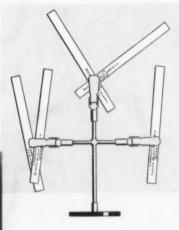
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